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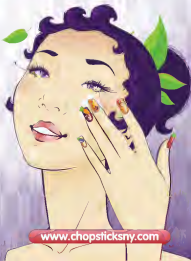
FREE

Japanese Beauty & Health Insider

New Arrival
SAKE 2013

SPECIAL INTERVIEW

Ming Tiampo
talks about the GUTAI exhibition
at the Guggenheim Museum



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Japanese Beauty & Health Insider

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The Bogenheim Museum is currently holding an exhibition, *Butai Splendid Playground*. Named for the word "contradiction", BUTAI artists engaged directly with materials they used and were Japan's most influential avant-garde artists, collective from the postwar era, active between 1954 to 1970. Having spent the past 4 years putting together this current exhibition, Professor Ming Tiampo, one of the curators of the exhibition, sat down with Chopsticks NY to guide us through the exhibit, share insights into the movement and highlight specific aspects of this collection.



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Absolutely Realistic, Organic Sake: Use

Fresh Flowered Wasabi at Your Table Every Day

New Member Discount at Kinokuniya

Beer at Japanese Grocery Store

ANA Launches Premium Beverages on Board International Flights

TRAVEL

50 Nothing is in the Blossoms: Hanami in the U.S.

Daylight savings time has begun, and for Japanese people, it is hanami (flower viewing) season. Immense hanami events and sakura Matsuri (cherry blossom festivals) take place nationwide in Japan. Even in the U.S. there are areas where we can enjoy sakura trees just like in Japan.



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Drawn

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The terms of the special discount are "Friday & Night". To find out more about it, check out the featured section on page 7.

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"GUTAI artists created situations that provoke us to think about what our place in the world is with respect to technology." —MING TIAMPO

Through May 6, 2013, the Guggenheim Museum will house the first North American exhibition of the Japanese GUTAI art movement, *Guts: Splendid Playground*. Named for the word "spontaneity," GUTAI artists engaged directly with materials they used and were Japan's most influential avant-garde collective from the postwar era, active between 1954 to 1972. GUTAI art and its message are as relevant today as they were at that time of its founding: how we should live in today's world, how to think freely, how to educate freely, and also how to live freely. Having spent the past 4 years putting together this current exhibition, Professor Ming Tiampo, co-curator of the exhibition with Alexandra Munroe, set down with *Chopsticks NY* to guide us through the exhibit, share insights into the movement and highlight specific aspects of this collection.



MING TIAMPO

Ming Tiampo is Associate Professor of Art History at Carleton University in Ottawa. She specializes in post-war Japanese art and examines the cultural consequences of globalization through her interest in transnational modernism. Tiampo's book *Before the Centering: Modernism's Journey to Chicago 1913* is the first book in English to examine Japan's first avant-garde art movement. To date, a grant at Social Science and Humanities Research Council awarded numerous projects outside the AICA award-winning exhibition *Encountering Art: Artists' Studio 1900-1980* (2001-05) Gray Art Gallery, New York, and *Before Art Gallery: Reconstructing Space* (Japanese Contemporary Art in the 1960s) (2005) Richard Gordon Gallery and *Under the Earth's Skin* (2005) Gagosian and New York (2005). In *Encountering Art* and *Gray/Gagosian*, East Asia (2005) New York has published on Japanese modernism, art and in Japan, globalization and art, multiculturalism in Canada, and the connections between East and Japanese artists.

How would you describe GUTAI art to *Chopsticks NY* readers?

It's a movement that, at its core, was extremely accessible and very interested in communicating with larger audiences. The leader, Yoshihara Jiro, led this group of artists to do what no one has done before. That was his mission. That's how he guided those artists in the postwar era. You have to keep in mind that after the Second World War, there was a conclusion that Japan had sunk into totalitarianism because there was not a developed enough sense of self. So they sought to develop a sense of self, creativity and freedom.

On an artistic front, these artists did a lot of really crazy, wild experiments that were amazing. Technically, they were at the forefront of the most advanced art of their generation.

On a social and ethical front, they reached out to a lot of ordinary people, to visitors at the exhibitions, to children. They did a lot of exhibitions in public spaces in parks, in the sky on the stage and at the World Expositions. Also, they were educators as many of them taught art in kindergartens and pre-schools.

They also wrote for a little magazine called *Kinn* which was a children's poetry magazine. In one of the articles at the exhibition, translated as "Let's make mischief!" the author says, "I think that children who are too obedient will never know what they want for themselves." They encouraged children to do good mischief as opposed to bad mischief.

What's important are the ethical messages, how to

live freely, how to think for yourselves and how to develop a sense of civility.

What are some highlights of this exhibition?

That's like choosing a favorite child. It's very difficult! There are a couple of highlights that I'm sure will help people to plan their visit.

Obviously, from an ethical and intellectual perspective, Yoshihara Jiro's *Please Draw Freely* (1956/2013) is really important. You'd expect to go to an exhibition to see other people's works and the first thing we tell you is to draw freely! It's about saying don't be a passive spectator, be an active participant in whatever it is that you are doing.

In terms of sheer beauty, *Work (Water)* (1956/2011) in the atrium is also something you can spend days looking at. The longer you look at it, the more mesmerizing it becomes, it's like watching the ocean. It also encapsulates so many of the ideas of the GUTAI.

The Red Cube (1956/2012) is a wonderful space in which to participate, to play and to experience a sense of becoming a part of a work of art.

Tanaka Asaka's *Electric Grass* (1959) is a really important work, absolutely beautiful.

Sensual Flower (1959) is very much about a vision of the future that is incredibly productive, it's like to change and a little bit pessimistic. It doesn't give you



clear answers but it provokes you to think.

The exhibit is organized chronologically as well as thematically. What is the significance of your curatorial style?

It puts the works in conversation with one another in a very generative way: putting performance with painting, with sculpture, with video. All of these things talk to each other. We responded to the fluidity of the space and to the works of art. The exhibition is curried in six sections, and each section is chronological and thematic.

Much of GUTAI is not easily understood unless you have additional information about it so we had little manifests put on the floor so people could understand how these paintings were made, which tells a bigger story.

The exhibition is site-specific and part of the reason why this exhibit is such a successful installation is because it responds so carefully to the building. The Guggenheim Museum is perhaps the most perfect space to exhibit GUTAI works. If you move it somewhere else, it's a different exhibition.

What do you think about GUTAI art in this digital generation?

The top ramp is called GUTAI: Art for the Space Age and it's about the environment and responding to the growing alienation that was happening in the 1950s as Japan was undergoing double digit economic growth and rapid technological progress. People were thrown into a situation—much like we see today—when things were changing very quickly and they didn't really understand the human consequences. GUTAI artists created situations that provoke us to think about what our place in the world is with respect to technology. They did not want us to become brains linked by computers.

They were not trying to reject technology but rather to try to understand what the human consequences were and find ways of humanizing that technology.

For example, in *Sound Tube* (1970/2002), there's noise coming out of it and whenever a vendor puts their ear to the tube, others come around and there's a conversation that happens even among people that don't know each other. That's the point: there's this

very weird, futuristic, technological-looking thing but it's a very simple operation that brings people and artworks together.

Another example, *GUTAI Card Box* (1952) is very relevant to digital age and capitalism. At first, it seems like a vending machine but when the card comes out, you realize it's a handmade and not mechanically reproduced—it's an original work of art. There's a connection between you and the artist. You're now an art collector. Another aspect that's human is that the money gathered from the sales will be given to a Tokyo children's orphanage. The most critical human element is that there is somebody helping people. It's about human relationship and turning upside down the idea of a mechanized world.

On March 26 and 29, famous kyogen actor, Nomura Masao, will perform in conjunction with the exhibit. What is the connection between these two art forms?

For people more familiar with traditional Japan than contemporary Japan, this is a way of linking of GUTAI back to a traditional Japanese context. It is being co-presented by Japan Society and Nomura Masao is performing *Senbono*—also the title of Shigeo Kaseki's Ultramodern Senbono (1957) piece in the exhibition. The link tries to provide a traditional Japanese context for understanding this work.

Kyogen performances are usually very quiet and in a dark room but in this case, Nomura Masao and Sugimoto Hiroshi—internationally renowned artist responsible for designing the stage and costumes—respond to Motonaga Sadaie's *Work (Wet)* in the rainforest. It's a different experience because people can either sit or walk around the ramps and

look down on the stage.

Would you recommend some good places for *Chopsticks NY* readers to visit in Japan?

Manhattan in Kagawa, is amazing. It's a group of islands that have a series of contemporary art museums and contemporary art installations on them.

Echigo-Tsumari, in Niigata prefecture, holds an Art Festival, the next one to be held in the summer of 2015. It is a great way to spend two weeks in the countryside and view wonderful contemporary art. You can also go and stay in artist, James Turrell's House of Light, a structure that is part of the exhibition itself.

In closing, what do you want our readers to know?

Come and have a great time at the show! This is an exhibition that really attempts to reach out to everybody from even the most speculated scholar to my 2 and a half year old daughter. It's a great exhibition for kids and it's got some very profound messages about how we should live in today's world: how to think freely, how to educate freely, and also how to love freely. We may these profound messages in very simple ways and I hope that people will think about it and take it into their hearts and their lives.

—Interview by Lisa Brown

Spoke to the artist. The works are scheduled last name first, followed by first surnames.

Gutai: Splendid Playground @ Solomon R. Guggenheim Museum beginning through May 11



Exhibition also view Gutai
Splendid Playground, Soliman
R. Guggenheim Museum, New
York, February 16-May 11, 2015
Photo: David Haddad © Soliman
R. Guggenheim Foundation



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All things new from stores, products, services to events

FOOD

Absolutely Healthful, Organic Saikyo Miso

genetic Saikyo Sweet Miso this spring.

Hon Miso uses organic ingredients grown under strict standards, and its facility is certified as an organic food processing plant. Unlike other brands, Saikyo Sweet Miso does not add extra sugar to give its saikyo miso sweetness, but instead relies on the company's established techniques for extracting the natural sweetness from organic soybeans. It is also gluten-free, without genetically modified organisms or MSG added and is absolutely more healthful than other miso options. You can use it just as you would any miso paste for making miso soup, marinating fish and meat, mixing into dressings and sauces, and on its own as a vegetable dip. It will soon be available in Asian grocery stores.

Info: www.honmiso.com

Miso paste, a staple Japanese seasoning, is well known for its health benefits. Saikyo miso is a whitish-yellow, sweet miso containing a high amount of soy isoflavones and less sodium than other types of miso, resulting in an elegant flavor and a smooth texture. Hon Miso, a miso manufacturer that pioneered the production of organic miso in the U.S., is scheduled to release its USDA-certified organic



Hon Miso's Saikyo Sweet Miso (USDA-certified organic, gluten-free, and without genetically modified organisms or MSG added)



Saikyo miso's elegant flavor and soft-boiled egg make this perfect for light elegant dishes like summer delicacies with more sauce. You can also add saikyo miso to creamy soups or dressings for a subtle umami infusion.



FOOD

Fresh Flavored Wasabi From Your Table Every Day

been available mainly in Japanese and Asian grocery stores in the U.S. market, but from early this year, Whole Foods Market started carrying the item.

S & B Foods, the company that brought wasabi paste in a tube to the Japanese market in 1973—the first in the industry—holds the top market share of wasabi products worldwide. It conducted thorough research in developing Premium Wasabi Paste, the most advanced version of its kind. They select the best areas in the world for growing and processing wasabi in order to produce flavors and aromas that are as close to freshly grated Japanese wasabi as possible. Also, they have improved the design of the package: tubes easier to squeeze with caps simple to open and close. Not only is it appreciated in restaurants but now you can enjoy fresh wasabi flavor at home.

S & B Premium Wasabi Paste is found in the Asian Food section in Whole Foods Market in the state of New York and regions in New England.

When you enjoy sushi and sashimi, you can't not go without wasabi. The Japanese condiment with a pungent and purifying flavor that accompanies Japanese cuisine as well as now used for western cuisines as well to spice up flavors. Premium Wasabi Paste produced by S & B Foods, pioneer of prepared wasabi paste products, captures the flavor of real fresh wasabi in a convenient tube. It's



S & B Premium Wasabi Paste is now available in the Asian Food section in Whole Foods Market, along with other items for making sushi.



Conveniently designed to bring out a real wasabi flavor, Premium Wasabi Paste is made with real ingredients.

Info: S & B International Corporation | www.sibfoods.co.jp/eng | www.sib-worldwide.com/products/paste.html



SHOP

New Member Discount at Kinokuniya

Japan's premier bookstore chain, Kinokuniya, which previously offered 10% off anime books and manga via Member Card, has expanded the discount to include all general Kinokuniya items, including the basement stationary (excludes the GoGoMo agency, the second floor Zany Cafe, WAUSA, subscriptions and sale items). Kinokuniya opened its doors in New York in 1981 and is one of the largest Japanese book and goods purveyors in the U.S. Originally popular amongst local Japanese speaking customers, Japanese and the like, Kinokuniya's ever-expanding inventory includes a huge selection of books, magazines, DVDs and gift items in both English and Japanese covering a wide variety of subjects to suit an even larger clientele. Becoming a member is easy, simply fill out the form at the register. The annual membership fee is \$25 and can be used at any Kinokuniya store in the U.S. Membership benefits also include occasional 20% off or even greater special sales for members only as well as free gifts.



Kinokuniya Bookstore

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SHOP

Beer at Japanese Grocery Store



Kinokuniya is the longest standing Japanese grocery store in New York City, serving foods, drinks and daily goods since 1937. The store recently reacquired their liquor license which they lost a few years ago, and starting March 1, they have been selling beer, including Japanese beers such as Sapporo Beer, Kirin Beer and Asahi Beer as well as the American standard beer, Budweiser.

Celebrating this re-brand of beer sales, Kinokuniya is having promotional campaigns offering the beers at discount prices for about a month after the campaign begins. Also, customers who make a purchase of Kirin beer will receive Kirin's original magnet clip, and those who buy Sapporo beer will get Sapporo's original bottle opener. These giveaway campaigns will continue while supplies last.

Kinokuniya

2014: 878-6 (2nd, 3rd & 3rd Ave.) New York, NY 10022 | TEL: 212-762-8888 | www.kinokuniya.com

TRAVEL

ANA Launches Premium Beverages on Board International Flights

was destroyed by the Great Tohoku earthquake and tsunami. Today, they are relocated in Niigata City. Yamagata Prefecture, and continue to brew. With a tip of their sake, heiko Kobuchi, made with yeast that was saved from the disaster. ANA passengers can enjoy a sophisticated soft taste and a gentle aroma while celebrating the brewery's revival.

ANA has created an original wine perfected to suit the palate while in flight, by collaborating with "Heide at Bonnet" an up-and-coming winery in the north of France and master of wine, Ned Goodwin. Business class travelers have a chance of trying Longueval and Ned Goodwin MW Selection 2017 Heide at Bonnet.

Also, First Class passengers can choose from a range of quality Japanese tea including gyokuro anise, Kaga Inasake and asakawabocha-cho. Gyokuro from Shizuoka Prefecture is the best of handpicked tea, with a light light blue color and elegant, deep aroma and flavor. Kaga Inasake from Ishikawa Prefecture is made from a light picking of the first leaves of the season, giving a pleasant aroma and true leaf flavor. Asakawabocha-cho is a variety of flavored tea from Shizuoka with a distinctive taste of Japanese style green tea and comes in three flavors served according to season: cherry blossom, sakura tango and apple. Business class passengers can relax with a delightful cup of Housha, a uniquely blended, top quality matcha and tea powder.

Heiko Kobuchi sake will be available in first and business class on the U.S. flights (excluding Honolulu). ANA original white wine will be offered in business class on the U.S. flights March-May while the red wine will be offered June-August. First class food and business class food will be offered on all routes.



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Japanese Beauty & Health Insider

JAPANESE BEAUTY TREND UPDATES

Japan has unique traditions for beauty and health issues, but today beauty trends in Japan and America are beginning to resemble each other. Focusing on nail art and facial treatments, we show how the East and West are coming together.

FEATURED BEAUTY SALONS AND HEALTH PRACTITIONERS

Japanese beauty salons and health practitioners with Eastern medicinal approaches are known to offer meticulous, careful and thorough services with their signature "omotenashi" hospitality and Zen-like relaxing atmosphere. Here are the featured beauty/hair salons and health practitioners.

Yakson House / Do-in Seitai Shiatsu Center /
Gaia Holistic Health / Ken Shigematsu /
Mitz Hair & Make-up / Nihon Day Spa /
Salon Oasis / Tokuyama Salon / Yo-C Salon

LISTINGS

Beauty
Health

Japanese Beauty Trend Updates

The Japanese traditionally take different approaches toward beauty and health than Western cultures, and they are more natural and less invasive. In past issues, *Chopsticks NY* has introduced Japanese beauty and skincare practices such as methods using nightingale droppings, rice bran, azuki red beans, green tea, and camellia oil. Even today, such natural components are formulated into products developed with modern technology. However, we've noticed that beauty trends in both countries are beginning to resemble each other. Here we focus on nail art and facial treatments to show how the East and West are coming together.



Illustration by Conny Clewing

Manicure/Nail Polish Trends

Erina Ogawa has been working as a nail artist for almost a decade. She answers various questions about trends in nail art to nail care.

Do you see any nail art trend and style differences between Japan and the U.S.?

As far as I can observe, conventional type manicure are still common in the U.S. On the other hand, the type that is sweeping Japan is gel nails, and most Japanese women now order that. Gel nails are in the growing stage in the U.S.

In terms of designs and shapes, square shapes are preferred in the U.S. whereas round shapes are predominant among Japanese women. But I think that the round shape is getting more and more popular here as well, and the pointy nail style is growing in popularity in both countries. In Japan, nail art is standard now. Here in the U.S., there are people who are trying elaborate nail art, but simple, single color manicures are still strong.

What are the advantages of gel nails over conventional manicures and pedicures?

Gel nails are much more long-lasting than conventional ones. They can maintain their beautiful results for two or three weeks whereas conventional type manicure start to chip in 2 or 3 days. Then gel layers are cured one by one so it takes time to complete, but since it's done there is no drying time and you can touch anything. Also, the gel can protect your nails.

Style-wise, what kinds of requests are common?

Japanese tend to favor cute styles such as flower patterns and pink colors, but I think Americans seem to prefer cool styles using dark colors and patterns like skulls.

How about the way that people give requests? Do you prefer specific orders asking for this and that, or do you want space to play?

Well, it is helpful if they explain the occasion for which they want to wear the nail art. For example, "I will go to a party tonight and plan to wear this dress,"

or "I want to coordinate the pattern with this T-shirt."

Do you see any recent color trends?

Generally people tend to like dark colors in the winter, and as it gets warmer colors become lighter. In summer, bright neon colors are popular. It is said that greens and blues will be in this spring. I think color trends are universal these days.

Can you recommend some home care items?

Moisturizing is very important in dry environments like New York and I recommend a hand cream from Jurlique. To protect your nails from drying out, I recommend a cuticle oil. Apply tiny amounts of the oil and massage into the nails once a day. If you have really dry nails, apply three times a day. I also use a lip balm from Jurlique for nails, and it works very well for cuticles. But once you crack or chip your nails, put on a nail glue. That's an extreme solution.

Note: In regard to the recent effect of potential skin cancer risk from UV lamps used in the gel nail process, the manufacturer suggest wearing UV gloves as protection. It would not be apply sunscreen since both the gloves because the number of UV rays will cause gelcoat system to cure off easily.

Erina's Recommended Nail Care Items



Erina Ogawa
<http://www.dailynails.com/connyclewing>

Facial Skincare Trend

Japanese facial skincare therapist, Rieko Takekoshi of Nihon Day Spa, shares her observation regarding facial skincare trends happening in Japan and New York.

What are some of the beauty trends you are seeing today?

I feel the majority of people come to see me for anti-aging treatments. It seems to be the number one concern for people in their 30s and above. Whatever problem there may be, everything seems to fall back to anti-aging.

Are there any trends surrounding new technologies and services?

There was a naturally occurring substance called Epidermal Growth Factor discovered years ago that is necessary for anti-aging, which we lose as we age, and I feel like now I am seeing a lot of EGF containing products.

What are other beauty fads in Japan right now?

There are so many kinds of small, home-care beauty tools now like microcurrent facial and body rollers that lift and firm. Some of them mimic the hand techniques of aestheticians and are very effective. It's like a light, lymphatic massage. Most gadgets coming from Japan are for firming and lifting these days. There are these portable facial masks that seems to be very popular right now in Japan and they come in a variety

of forms. Some of these use nano technology to create smaller mist particles so that liquid is better absorbed and reach farther into the skin and ultimately it can moisturize and tone skin. Microcurrent devices for home have been around too. There are also these supplements called misto-misto or "green bag" (Ergonol) named after the single celled organism it is made from that's somewhat of a fad. It is said that the radon-mush contains most essential components for human body.

Do you have any thoughts on these at-home care products as a professional?

I think that today these products are made pretty well for our team to operate them safely and easily. It's convenient for using on a daily basis. On the other hand, professional treatments can deliver more immediate results, and even one or two visits in a month help a lot. So I recommend combining home care and treatment at salons. Also one of the biggest problems today, especially with our clients who live in NYC, is stress. Stress is a real killer to skin. It's important to get to the root of the problem as I often give some advice to my clients on diet, sleeping habits and stress relief tips in addition to facial treatments.

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Invented in 1979, the therapy promotes efficient blood circulation by relaxing bones and skin and ultimately helps you to attain a smaller face and beautiful facial structure. Among more than 20 programs that Yakson House in New York offers, Unequal Face Care and Face Reduction Care are particularly popular. Unequal Face Care treats the pelvis and face and treats unbalanced body parts. One client confesses, "The result was astonishing. It's hard for me to believe that the shape of my face and legs have now become similar to what I saw in before and after pictures. Not only do I look better in the mirror, but I feel a lot healthier, too."

Face Reduction Care not only reduces the size of your face but also brings back an even facial structure and elastic skin via facial care as well as abdomen and back care. Some commentary from a client: "It was, as I had read, quite painful. But in my estimation it was well worth the pain. The results were immediate and long-lasting. My sinuses were clearer afterward, my jaw was slimmer and streamlined, and my eyes were more open and lifted." This 34-year-old holistic therapy could help you achieve health and beauty.



Yakson House has over 70 branches in cities worldwide, including Tokyo and New York.



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PREVENTING SURGERY— THE POWER OF SEITAI SHIATSU

Do-In Seitai Center is one of the best-kept secrets in NYC! Experience how Do-In Seitai/Shiatsu can eliminate your chronic pain as well as the root of the problem. Here are testimonials from the patients.

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MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constant quality improvement.

Vol. 30 - MONO of the month

Ikeuchi Towel

When you think of "organic," most of us think of organic food. When you think of "towels," most of us think of it as something we use every day or give as a wedding gift. But how about "organic" + "towels"? Ikeuchi Towel, a towel manufacturer in the Ibaraki region of Ehime Prefecture, now makes the most environmentally friendly and safest towels in the world. Currently, they use 92% organic cotton in the manufacturing of their towels. No other company uses such a high percentage of organic cotton in their towels. Ikeuchi Towel has achieved Class 1 of the GOTS (Global Organic Textile Standard) 100 ranking, which is one of the strictest standards for certifying the safety of fabrics. It is such a high standard, in fact, that it is safe to use with newborn babies.

Ikeuchi's best towel that embodies its philosophy is Cotton Nouveau. It is woven with wind-generated energy and made from the highest quality organic cotton, which is harvested annually from the fields of Tananaka. Making towels with cotton harvested in a single year is quite challenging, as the quality of truly organic cotton varies each year. To ensure the quality and consistency, regular towels generally use a mix of organic cotton from the past three years. However, the company strives to maintain high quality without mixing multiple crops to produce the Cotton Nouveau that brings a unique feel to the towels each year, just as you would enjoy a vintage of wine.

Another unique aspect of Cotton Nouveau is that Ikeuchi Towel purchases the organic cotton from the farms in Tananaka, which are connected with Isofuku Tananaka Ltd., a company that strives to improve soil fertility, turn farms into viable organisms and develop water management. By constantly purchasing the cotton, Ikeuchi Towel contributes to the local economy. In addition, the company digs one well each year to further support local people's life.

Looking to the future, Ikeuchi Towel can see that the current organic cotton towel market differs between Japan and overseas. Organic cotton towels are popular in the baby product industry in Japan, whereas they are popular in high-end home products overseas. To meet these needs, Ikeuchi Towel will keep improving their production skills while maintaining their philosophy to produce safe and eco-conscious towel products.

Ikeuchi Towel Co., Ltd.
360 Toyoko Rd. Iwano, Shima, Japan 594-0804
TEL: +81-59-31-2252 / www.ikeuchitowel.com



The Cotton Nouveau towel line uses cotton uniquely harvested each year. Cotton Nouveau towels are available via the site + below online shop.
<http://ikeuchitowel.com/products/goods/cotton-nouveau-2023-4rth-towel-2.html>



There is no other towel maker in the world that uses such a high percent of organic cotton in its towels.

Ikeuchi Towel's efforts to provide organic cotton towels begin with obtaining the raw material: organic cotton. Cultivating anything organic is not easy. Flowers should be hand-picked just as in the days of plantations, and approximately 187 square feet of land is necessary to grow enough organic cotton for just one single towel. Ikeuchi Towel has constantly looked for producers of organic cotton and currently sources the bulk of their organic cotton from Tananaka. In addition to organic cotton grown in India, Syria, Turkey, and the United States.

Besides using organically grown materials, Ikeuchi Towel considers methods of their manufacturing process as well. They choose to create these eco-friendly towels by using power generated by wind. By doing so, the bath towel manufacturing process cuts 403 grams of CO2 emissions into the environment per towel. Despite the fact that this wind-powered technology is not cost-efficient, Ikeuchi Towel will continue using this manufacturing method.



President Kenji Ikeuchi explains, "Amongst towels, there is no other towel in the world that makes such a statement about safety and the environment."



Ikeuchi Towels and baby products are achieved Class 1 level of the "GOTS (Global Organic Textile Standard) 100 (made-to-order)" which certifies all of the products are safe enough for babies' delicate skin.



NEW ARRIVAL SAKE FOR 2013

**MORE VARIETIES. GREAT
QUALITY AND OPTIONS FOR
MULTIPLE OCCASIONS**

Today sake tasting events take place throughout New York, and they are easily filled with sake lovers as well as people who are just beginning to be exposed to this Japanese drink. The number of sake fairs has significantly increased especially in the past few years, and now consumers are more educated about sake. Every year new brands of sake are coming to the U.S., and they are not just random. We can see some trends which are closely related to consumers' drinking styles and habits.

"When enjoying sake at sushi restaurants and izakayas was the only option in the U.S., people tended to drink only a few limited types to match the food served. However, I see an amazing growth in variety over the past two years or so, such as sparkling, fresh seasonal namazake, flower yeast sake, yuzu sake, no sugar added plum sake, to give a few examples," says Ms. Chizuko Nikiawa of Sake Discoveries, a consulting company specializing in sake. As opportunities for drinking sake expand, people demand different types of sake to pair with various kinds of dishes and even with non-Japanese cuisines. "In particular, less aromatic daiginjos and types with distinctive umami have gotten more popular because they are great for pairing with food," she adds. Mr. Kenta Akaboshi, manager of Sake Bar Kinokuya, comments, "The most popular type here at Kinokuya is junmai gingo, which goes with many of our dishes. We mainly serve sake by the bottle, so lots of our customers choose their sake first and then ask us to match foods with it."

Ms. Nikiawa points out that more people have come to drink sake at home than before. "People tend to have the preconceived notion that sake should be enjoyed with *ochoko* (sake cup). But we

advocate that there is nothing wrong with drinking sake in wine glasses at home. Now I see lots of people enjoying sake at home with their own food, and I think this has helped to change sake drinking styles." Ms. Hiroko Furukawa of SAKAYA, a sake specialty retail store in the East Village reflects, "We opened about 5 years ago, and we still see many customers asking for our advice." Sake is now becoming a standard home drink, a gift for special occasions and a drink at parties even in the U.S. "As far as I can see there has not been a change in customers' tastes, but in my humble opinion namazake is getting slightly more attention," she adds. Mr. Akaboshi agrees with the popularity of namazake. "Less overpowering namazake with lower alcohol content are well-liked at our izakaya. Again, that's a type that goes well with food."

Sake and shochu base liquors are also booming in the U.S. Many types of umeshu (plum sake) are now available: ones made with umami soaked in shochu, sake or aged sake, ones blended with umami juice, ones with no sugar added, etc. Liquors with fruit juice such as yuzu citrus, orange and shiso leaves are some of the popular types. "I think it peaked in 2010 and 2011 in terms of the numbers entering the U.S. market and seemed to hit the saturation point, but consumer demand is still really strong," says Mr. Akaboshi. Ms. Nikiawa adds, "Yuzu sake is a big hit. With a distinctive citrus flavor and a touch of bitterness, it really appeals to health conscious people. It's easy to drink even for non-sake drinkers."

The sake market in the U.S. is now nicely balanced in variety. It can accommodate any type of occasion, any type of drinker and any type of food pairing. Sake is just waiting to be discovered by you.

Strawberry Nigori: An Unparalleled Strawberry Liqueur



Strawberry Nigori is a unique liqueur produced by a century-old Horano Sake Brewery in Kōbetsu City, Fukushima Prefecture. Specially combining the real juice of domestic strawberries and the brewery's delectable nigorisake (roughly filtered sake), it releases a refreshing aroma as soon as you open the bottle. Nigorisake's gentle and mellow taste perfectly blends with the sweet and sour flavor of strawberries. After extensive research for years, the brewery achieved this newfangled flavor. It's recommended to drink as an aperitif. The best way to enjoy the unrefined flavor of the flirty sake and its beautiful color is on the rocks in a champagne glass, but it would also become an amazing milk cocktail, pour chilled nigorisake in a champagne glass and add equal parts of cold milk and stir well. Strawberry Nigori will soon be released in the New York market.

SWEET  SBT

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Kasegi Gashira Junmai: Sake Defies the Stereotype



Soon to arrive in the U.S. from the long-growing, 500-year-old Musubi Takabe Shrine in Fushimi, Kyoto is Kasegi Gashira Junmai, which has unprecedented flavor. Made with Yamada-no-hisake rice, its taste is characterized by the natural smooth sweetness from the rice, which elegantly spreads on the palate, but what stands out most is that the sake has a distinctive citrus flavor reminiscent of white wine. It refreshes sake connoisseurs and wine lovers as well as arouses non-sake drinkers. The exquisite flavor is crafted using the established techniques and experiences from the brewery that pioneered nigorisake (coarsely filtered sake). To best enjoy the refreshing flavor, chill at 5-8°C (41-46°F). Serve in a wine glass to experience a deeper flavor of the body and rich aroma. Kasegi Gashira Junmai absolutely defies the stereotypical idea about sake and introduces a whole new world of sake.

SWEET  SBT

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Hakushika Kijuro Tokubetsu Honjozo: Flavor of Tradition



From esteemed Tetsuame-Hosaka Brewing Co., Ltd., Hakushika Kijuro Tokubetsu Honjozo is an exquisite table sake that pairs with a variety of dishes. The brewery has been making a high-quality sake in Nishiohara, mecca of sake production over 350 years. Named after a characterist descendant of the brewery's founding family Kijuro Tetsuame, Kijuro Tokubetsu Honjozo is an captivating and renowned as Kijuro Honjozo. By blending 25% gyoza sake with 75% honjozo sake and crafted with a brewing method passed down for generations, it is an elegantly balanced sake. Its refreshing yet rich flavor makes it excellent for pairing with both strong and light flavored dishes such asoden hot pot, nigirizushi, ponzu on sashimi and grilled fish. Available in 720 ml and 300 ml bottles.

SWEET  SBT

Tetsuame-Hosaka Brewing Co., Ltd.
TEL: +81 750-22-2725
www.tokubetsu.co.jp/
Distributed by JFC International
TEL: 309-625-4462 / www.jfcimport.com

Kaori Mikan Sake: Essence of Unshu Mandarin Orange



Unshu mikan is a seedless Mandarin orange grown in Japan, whose sweetness and citrus sourness are well balanced with a touch of bitterness. Released last year, Kaori Mikan Sake maintains the feature of the fruit really well. Yamaguchi Honke Co., Ltd., the brewer of Kaori Mikan Sake, is located in the area famous for Unshu mikan production, Shunan City in Yamaguchi Prefecture and faces to the Setonaikai Inland Sea. They crafted this unique fruit liquor blending locally produced Unshu mikan and the brewery's premium sake, Kaori Tama. To produce as fresh a flavor as possible, Unshu mikan juice is preserved without freezing before blending it in the sake. So, the true Unshu mikan flavor can be best enjoyed even in the U.S. Kaori Mikan Sake is recommended as an aperitif or a dessert drink.

SWEET  SBT

Yamaguchi Honke Co., Ltd.
TEL: +81 836-26-0045
www.honke.co.jp/goods/mikan/kaori/
Distributed by JFC International
TEL: 309-625-4462 / www.jfcimport.com



Traditional yet Modern Sake from Kaga

YOSHIDA SHUZOTEN CO., LTD.



Commonly known by the brand names Todorigawa Misakura and Yoshidagawa, Yoshida Shuzoten Co., Ltd. was established in 1800 in a castle town in the Kaga region, where sake brewing thrived due to the quality of the water, rice and air there. However, today it is the only brewery in the area that survived numerous economic ups and downs. There are many secrets to Yoshida Shuzoten's longevity, but some of the important ones are their philosophy of "customer first", their responsiveness to new technology while preserving tradition, their flexibility in keeping up

with the tide of the times and their breviness in being the industry's forerunner. More importantly they stay close to their local community by using local rice and water, as well as conducting "tan aburi" (cold temperature brewing) to create flavorful sake.

From delicate daiginjo to crisp and full bodied yamashu, Yoshida Shuzoten produces a wide variety of sake that goes quite well with the local Kaga cuisine and rich food culture. Currently 8 lines are available in the U.S. - Kaledonoscope, one of the brewery's highest grade tokusai, is made by aging naturally

dropped daiginjo for 7 years at temperatures as low as minus 5°C (23°F). It boasts a silky texture and an elegantly profound flavor with a beautiful aftertaste. A Thousand Drops of Dew is made by aging naturally dropped daiginjo misakura (unpasteurized sake) for 6 months at minus 5°C, and it has an elegant flavor yet leaves a strong impact in your mouth. Lovely Lull has a refined sweetness and a sharpness reminiscent of chocolate. Kinoko no dango injo misakura that highlights refreshing sweetness. Chrysanthemum Meadow is a daiginjo brewed with the yamabai method, showing a great balance of elegance and warm rich flavor. The award winning Silver Mountain is a flavorful ginsen sake, also made with the yamabai method. It can be enjoyed both cold and hot.

Although the foundation of Yoshida Shuzoten cannot be separated from their region, they are always looking ahead to the future and the global market. They are striving to produce sake for the world, and are exploring and preparing new ways to enjoy sake.



Yoshida Shuzoten Co., Ltd.
41 Yotsudamachi, Ishikawa, Ishikawa
JAPAN 924-8443
TEL: +81-90-818-1111 / www.todorigawa.com

3 things you should know about YOSHIDA SHUZOTEN CO., LTD.

Great Recommendations and Team Work

It is not an exaggeration to say that the name of Yoshida Shuzoten Co., Ltd. is determined by President Yoshitaka, who has over 50 years of sake brewing experience. He is an expert in brewing genuine style sake and good at producing elegant and clean sake quality. He is also a great leader who can organize an efficient production while ensuring a strong team spirit. The harmony of the team results in the best quality sake.



Co-creation of Tradition and Innovation

Yoshida Shuzoten combines unique traditional techniques as well as incorporating advanced technology to solve sake production problems as being of the utmost importance. They employ pioneering tradition of mabuchi order bag making process, one of the most important steps in order brewing. On the other hand, they use the most advanced technology for milling and storage, thereby ensuring well-balanced storage conditions without temperature



Thorough Quality Control

The past always plays an important role in reflecting the flavor of sake. Yoshida Shuzoten has introduced machinery that can produce sake after bottled, allowing them to maintain the delicate flavor captured in the bottle. Also, they use a massive refrigerator that can hold 40,000 1.8 liter bottles in the same time, where sake can be left to reach sake while preserving original characteristics. The introduction of these high technology systems enables them to experiment with a wider variety of sake quality.



AN EPIC DINING EXPERIENCE AT 1 OR 8 BEGINS WITH FISH FROM TRUE WORLD FOODS

When 1 or 8 opened in Williamsburg, the area was still very much industrial, and the business, much of a gamble. "We opened this place so that we can serve what we wanted to cook, which was what we call New Japanese cuisine with an overall higher-end feel where people come for special occasions," explains executive chef, Kazuo Yoshida. After three years however, the business has not only won the bet, it has paved the way for other higher-end restaurants to emerge in the neighborhood. Their success comes from the personal relationship he has with his distributor that allows him to do what he does best, and for him, that distributor is True World Foods (TWF) who provides them with seafood and Japanese vegetables.

Chef Yoshida is appreciative of the massive size of TWF as a company as they have relationships with fishermen all over the world to obtain the fish directly that they then process in-house, ensuring that only knowledgeable hands at TWF have handled the fish before it gets to him. "The fact that the team at TWF is constantly studying how fish is susceptible to environmental change, and they always know which seas to catch from at every moment for the safest results, and that their own safety regulations are tougher than anywhere else is another peace of mind. Also, there is just no comparison when it comes to the freshness and variety TWF can deliver," he says.

Undoubtedly one of the things that led the restaurant to its success is Chef Yoshida's personal conviction of what a dining experience should be. "A meal should be like an orchestral piece or a novel that has an intro, climax, an ending and in-betweens," he explains, and he tries to create a unique story for each customer. "I sleep with my cell phone under my pillow every night. I have a deal with my TWF rep that they call me first thing when they know what they have. Usually the calls start to come in at 5am. They also automatically send me the best quality special catches of the day. That's why it's a relationship that has lasted for more than 20 years," Chef Yoshida comments.

As the season enters early spring, 1 or 8 is looking forward to getting *hetana* (aka firefly squid), *nanosuro* (baby eel), *sakura masu* (cherry trout), *hamsugen* (Japanese dam), *akomatsu* (black throat sea perch), and a variety of sea breams from TWF. Of course, you can expect a course of seasonal dishes orchestrated by Chef Yoshida as well.



Spring roll: Pufferfish Carpenter with Fiddle Mustard and Orange Gelatin makes your eyes and palate at the same time. Grilled Seafood over Bitter Noodle with Bitter Fruit Saffron and Tomato is a delicate blend of Japanese traditional ramen with soft inside (dango).



You can enjoy the contrast of different textures, and flavors hamaguchi in your mouth with Japanese Seaweed. You can find it at 1 or 8.



1 or 8
86 S. 2nd Ave.
(Wythe & Kent Ave.)
Brooklyn, NY 11211
TEL: 718-584-2152
www.oneor8nyc.com



With a career over 20 years, Chef Yoshida's thoughtful cuisine is a personalized course of dishes for each customer.



True World Foods NY, LLC
32-34 Payette Plaza, Elizabeth, NJ 07208
TEL: 908-321-4650 (Ext. 142) / www.trueworldfoods.com



Ten-Go's Express
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True World Foods is the premier wholesaler and distributor of a full line of fresh and frozen seafood and specialty grocery items in North America. True World Foods brings quality seafood to the U.S. market directly from Tokyo fish market.



Grocery & Sake Guide

The following is offered at stores where you can shop Japanese food and liquor.

☞ Coupons available at: www.chopsticksonline.com
☞ Checkpoints may have table to pick up

GROCERY

Store Name	Address	Phone	Hours
AMM Ebury & Hahn	2801 Broadway (bet 14th & 15th St.)	212-249-4000	Japanese
Granola+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Japanese
Granola+	100 E. 47th St. (bet 3rd & Lexington Ave.)	212-369-0700	Japanese
Kanagae & Co., Inc.	29 E. 34th St. (bet 3rd & 5th Ave.)	212-369-0899	Japanese
Saizen Meat Markets+	110 E. 17th St. (bet 3rd & 5th Ave.)	646-366-0000	Japanese
TORIYA+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Japanese
H Mart Hae Ah Nam	28-09 39th St. (bet 34th & 35th St.)	212-369-0899	Japanese
Wanigyo	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Japanese
Japan Premium Food	57 Grand Street (bet Duane & Tenenbaum)	212-249-0222	Other
MIM E Village+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Japanese
Saizen Meat Market FL+	4 Duane St. (bet 3rd & 5th Ave.)	212-369-0899	Japanese
Tokyo Mart+	57 Grand Street (bet Duane & Tenenbaum)	212-249-0222	Japanese
Pearl River Mart+	47 Duane St. (bet 3rd & 5th Ave.)	212-369-0899	Japanese
Saizen Meat Sake+	4 Duane St. (bet 3rd & 5th Ave.)	212-369-0899	Japanese
Midoriga+	47 Duane St. (bet 3rd & 5th Ave.)	212-369-0899	Japanese
Famdy Market+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Japanese
H & Y Marketplace	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Japanese
H Mart Nishiku 156	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Japanese
H Mart Nishiku 236	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Japanese
H Mart Nishiku 236	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Japanese

Store Name	Address	Phone	Hours
H Mart Union	2801 2nd St. (bet 1st & 2nd St.)	718-462-9757	Korean
H Mart Williams Park+	400 14th St. (bet W 14th St. & W 15th St.)	212-462-9757	Korean
H Mart Woods 46	30-11 Woodside Ave. (bet 46th St. & 47th St.)	718-462-9757	Korean
Saizen-yu	7001 East 46th Street (bet 46th St. & 47th St.)	718-371-7000	Japanese
H Mart Great Neck+	400 Great Neck Rd. (bet 46th St. & 47th St.)	212-462-9757	Korean
Nara Japanese Foods+	2801 2nd St. (bet 1st & 2nd St.)	718-462-9757	Japanese
Shin Miyoko Go+	2801 2nd St. (bet 1st & 2nd St.)	718-462-9757	Japanese
DAIDO	321 Manhattan Ave. (bet 1st St. & 2nd St.)	347-462-9757	Japanese
Fuj Mart Scarsdale+	114 Mt. Pleasant Rd. (bet 46th St. & 47th St.)	914-462-9757	Japanese
H & Y Marketplace	400 14th St. (bet W 14th St. & W 15th St.)	212-462-9757	Korean
H Mart Hae Ah Nam	28-09 39th St. (bet 34th & 35th St.)	212-369-0899	Japanese
Kara Sea Foods+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Japanese
ALUNA Market+	700 14th St. (bet W 14th St. & W 15th St.)	212-462-9757	Japanese
Daikoku+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Japanese
Asian Market+	30-11 Woodside Ave. (bet 46th St. & 47th St.)	718-462-9757	Korean
H & Y Marketplace	400 14th St. (bet W 14th St. & W 15th St.)	212-462-9757	Korean
H Mart Cherry Hill	1201 Madison Ave. (bet 46th St. & 47th St.)	718-462-9757	Korean
H Mart Englewood	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Korean
H Mart Little Ferry	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Korean
H Mart Ridgefield	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Korean
J MART	400 14th St. (bet W 14th St. & W 15th St.)	212-462-9757	Japanese
Mitsuba Marketplace+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Japanese

Store Name	Address	Phone	Hours
Polynesian Fisheries	2801 2nd St. (bet 1st & 2nd St.)	718-462-9757	Japanese
Fuj Mart Connecticut+	120 14th St. (bet W 14th St. & W 15th St.)	212-462-9757	Japanese
M Bhan Asian Market	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Manda+	300 14th St. (bet W 14th St. & W 15th St.)	212-462-9757	Japanese
Tokyo Japanese Store	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Japanese
SAKE	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Japanese
Gotham Wine & Liquors+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Nancy Wine+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Garnet Wine & Liquors+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Master Wine+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Antikado Wine & Spirits+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Seckman Liquors	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Landmark Wine+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
MJK Liquor	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Union Square Wine & Spirits+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
LE DU WINES	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Asian Wine & Spirits	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other

Store Name	Address	Phone	Hours
SAKANA+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Weekend Wine	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
East Village Wine	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
New York Wine Exchange	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Septhor Wine & Spirits	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Granada Wine+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Smith and Wine	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Alcoholic Wine & Liquors	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Debie Super Market	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
JAPANESE WHOLESALE	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Central Koko U.S.A., Ltd	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Deer Trading Co., Inc.+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Falcons Trading	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
JFC International Inc.+	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Nishimoto Trading Co., Ltd	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
NY Market Trading Co., Ltd	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other
Wine of Japan Import, Inc.	28-09 39th St. (bet 34th & 35th St.)	311-332-4525	Other

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Let's Eat the Season ~Wasabi~

Wasabi, also known as Japanese horseradish, is the root of a plant grown in mountain river valleys in Japan, and its high season is right now. Although it is not easy to find fresh wasabi in retail stores in the U.S., powdered (in a can) and paste (in a tube) varieties are available all year around in Japanese grocery stores.

Here, Mizuko-kanai has figured out a clever way to produce fresh wasabi flavor and texture without using actual wasabi roots by mixing powdered wasabi with grated horseradish. She accompanies this original wasabi condiment with beef tataki and serves it with ponzu sauce, giving the dish a Japanese taste.

(INGREDIENTS) (Serves 4)

- 1 lb beef (top round)
- 2 cloves garlic (crushed)
- Salt and pepper to taste
- 3 tbsp ponzu

- 2 tbsp freshly grated horseradish
- 1½ cup powdered wasabi
- 1 bunch watercress
- Finely chopped scallions, lemon wedge to garnish

(DIRECTIONS)

1. Leave beef at a room temperature for about 30 minutes.
2. Heat ponzu and add either canola or vegetable oil and stir beef 3 minutes on each side.
3. Put beef in a sink bath and let it cool for about 1-2 minutes.
4. Pat dry and get rid of all moisture completely.
5. Season with salt and pepper and immer crushed garlic evenly. Wrap with plastic wrap and keep it in the fridge for 1-2 hours.
6. Mix ground horseradish with wasabi powder.

7. Take beef from fridge and slice as thinly as possible.
8. Place slices on a serving plate and garnish with prepared wasabi paste, scallions, watercress, and lemon wedge.
9. Drizzle ponzu before serving.



Beef Tataki (Japanese Carpaccio) with Wasabi and Horseradish Sauce



How to Enjoy Wasabi at Home

Grated wasabi is an essential condiment for sushi and sashimi, and because of its unique pungent flavor, it's often mixed into dressings and sauces and even used in soups to add a kick. Wasabi powder and wasabi paste are both popular for household use. The powdered variety, which is dissolved in water, tends to add a stronger flavor using a small amount, whereas the paste type is milder, with a chunky texture. Eating freshly grated wasabi at home is such a luxury. When you grate the root, be sure to choose a grater with a fine mesh. The finer the texture of the wasabi, the greater the wasabi's distinctive spiciness and aroma. In restaurants, a shokusan grater is often used.

TIPS

Tataki is a Japanese traditional cooking method in which meat or fish is seared under a hot flame or in a hot pan briefly and then cooled down immediately to stop the cooking process, keeping the inside raw. Make sure your knife is extra sharp to make slicing easy. The thinner, the better.



MIZUKO KANAI

Japanese cooking writer and food consultant. Mizuko teaches authentic Japanese cooking, from using seasonal ingredients to healthy home-style cooking using traditional and local ingredients. Website: japanesecooking.com, Cookbook: *Japanese Home Cooking*

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New Ramen **HOT SPOT** in the East Village

All About Ramen: From Standard to Inventive Creations



Debuting last December in the heart of the East Village, Zen & has every reason for people to love. Operated by the owner of Noode Cafe Zen, which has served ramen for over 20 years in New York, Zen & offers an interesting combination of authentic Japanese standard ramen and bold and innovative choices.

Free Gyoza Ticket



bitty customers who order Zet. Its Rankin's in-store will receive a ticket for 3 free pieces of Gyasa which can be used when the customer orders Rankin on their next visit. These home-made Gyasa dumplings are made everyday from scratch.

Fresh local ingredients are wrapped in very thin Gyasa skin and then steamed to the perfect crispness. Their juicy pork and beef flavor and the freshness of the cabbage, Chinese chives and napa cabbage go along with the kick of garlic and ginger.

FREE DELIVERY SERVICE

Zen & has started free delivery service including the soup dinner menu. Their specially made ramen package comes with two containers, one for noodles and toppings, and another for soup, allowing you to enjoy the



Zen &
328 E 64th St
East 1st & 2nd Aves
New York, NY 10003
TEL: 646-429-8471

Grading results were:

Noodle Café Zen
31 St. Mark's Pl. (bet. 2nd & 3rd Aves.)
New York, NY 10003
Tel: 212.533-6810
www.emmashoney.com

Zen 6's Best Sellers



Tan Tan 6

\$10.75

This winter highlight is Zen's masterfully crafted medium-thick spaghetti noodles and soup combining chicken and torticini broths to get just the right richness. Piled garlic and house-made mushrooms topped with oil and extra body and nuttiness in the spicy soup and cornstarch for the men with sauce while an abundance of fresh vegetables balances out the favored flavors.

Akadama Chamon

\$11.50

Jim's original "unamabomb" makes this tonkotsu soup ramen terrific. Unamabomb is a thick, spicy ball-shaped meat sauce that dissolves naturally into your soup while you eat it. The other toppings include squid strings, half-boiled egg, kinome sprouts, scallions, cabbage and chashu simmered pork. Medium straight noodles or wavy thick noodles are recommended to be paired with this flavor soup.



Lunch Special for \$9.50

11:30 am-1:10 pm, 7 days a week

For those one regular size lunch Chew Haku Torikatsu, So Miso, Kani, Tamagoyaki, Un Tan, Kani, one side dish, lunch choices for only \$9.90. All lunch special come with a rice topped with soy sauce and ginger salad. For an additional charge choose from 100+ lunch entrees including their signature Spicy Kani and So Miso Torikatsu.



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Japanese Restaurant Review

BY GUY VALERIUS

Beyond Sushi

Shigure

Toya Restaurant

Asian Restaurant Review

Gaonnuri NYC

Listings

Japanese Restaurant

Asian Restaurant

Beyond Sushi

335E 14th St. (bet. 2nd & 3rd Ave.) New York, NY 10003
TEL: 646-861-3990 | www.beyondsushi.com
Sun, Mon–Wed 11:30 am–9:30 pm Thu–Sat 11:30 am–10:30 pm



Propose to have your mind blown by vegan sushi. An experience at Beyond Sushi starts with the fresh scent of prepared vegetables in the 12 seat dining space. Behind the counter looks like a frozen yogurt shop, but instead of a collection of fruits and sweets you see yellow pickles, fresh green avocados and black rice. Combined these ingredients create multi-colored, many textured rolls with names like Pickle Me and Spicy Mung (pictured above). Though they look too good to eat, each bite is a package of crunch, sweet and sour brought together for an intense explosion in your mouth. "It's the perfect way for a chef to serve food," chef/owner Guy Valerius explains. Those looking to go beyond just a bite will find satisfaction in one of the three rice paper rolls including the protein packed Nutty Buddy that gets its belt from baked sweet noodles, tofu and jalapeno points better. The menu expands monthly with seasonal specials like soup and the sushi Peace of the Month, which is sourced from Union Square Green Market. The house-made desserts are a must. Try the creamy, light Chia Seed Pudding with Cinnamon Apples. Take note: many of the menu items including the Black Bean and Sweet Potato Brownies are gluten free. Food this healthy and delicious usually comes with a heavy price tag, but chef Valerius has a different philosophy. "If you can afford a burrito across the street, you can come here."



The Nutty Buddy roll: paper roll creates burger with a healthy helping of vegetable proteins



The Chia Seed Pudding with Cinnamon Apples is creamy and delicious; you'll forget it's good for you.



3 Best Sellers

- Spicy Mung Roll \$8.50
- Nutty Buddy Rice Paper Wrap \$3 (veg) \$8.50 (veg)
- Chia Seed Pudding \$3.50

Shigure

277 Church St. (bet. White & Franklin Sts.) New York, NY 10013
 Tel: 319-865-0290 | www.sakebarshigure.com
 Mon-Sun 5 pm-1 am

Among the many sake bars opening up in the city, Shigure in Tribeca is subtly standing out in terms of originality of everything they offer, including the sake and shochu selection. "We try to carry the kinds of sake and shochu that are not so common, and therefore not many places carry," explains Mr. Takahiro Okada, former sommelier at Desibel, En and Sushi Yasuda, who is in charge of the bar. Many of the beverages come from smaller Japanese breweries, as well as the bars, and therefore a true gem for sake enthusiasts who are looking for new things to try. Also, the lounge, relaxed bar is a great atmosphere for that, whether you are a couple, a group or alone. To go with their eclectic sake and shochu selection, the bar has an array of unique and tasty dishes that has a crafty approach to Japanese food. Like their signature dish Kani Goto (Crab and sea urchin in simmering vegetables with green noodles). Among the creative appetizers, Potato Salad with chunks of avocado and creamy poached egg and Grilled Edamame are popular as well. But Mr. Okada's homemade wazabi pickles (pickled, avocado, tomato, carrot and daikon radish) are particularly attractive and amazing with sake and shochu. Every dish Shigure serves has a story behind it, and the story itself will be a nice companion to your drinking.



Kani Goto with Avocado and Poached Egg served with Kamaboko (sea banded shochu) produced by Sengoku Brewery in Kanazawa Prefecture



Don-Kibi Fried Chicken (don chicken) is heated in the bag that they sell with, which makes the meat tender. It is full flavored (don goes with Shochu) as per the signature from Tenno Brewery in Sapporo Prefecture.



All Shigure, the sake master always goes to have a sake selection bar experience.

3 Best Sellers

- Shio Kagi Fried Chicken \$1
- Kuro Sukuta \$1
- Shigure Saled \$1

Toya Restaurant

438 Anderson Ave. (Ditmars Park NJ) 07012
 Tel: 201-817-6032
 Mon-Sat: 11:30-12:30 am Sun-Sat: 11 pm-1 pm (Open on Holidays from serving dinner only)



Behind the restaurant doors of Toya restaurant in Clifside Park, New Jersey is an unexpected culinary adventure that all begins with chef Kame-san's charming welcome. First, you will be given a menu. It has a few basics like *Toriyaki Beef and Sushi Dinner* but not much more. That is because the whole point about going to Toya is to find out what they don't have on the menu that day and just leave it up to the chef. Kame-san is a genius chef who likes to cook what he feels, and dishes are served for no more than \$15. Specialties of the day can be anything including *Cosho-Nagori* (grilled pork in yam root meat), *Matsu Tappan* (grilled pork/beef), *Sake Ninden* (deep fried salmon in sweet and sour marinade sauce), *Japanese style Beef Beef and Grilled Gyoza Duck*. And when they say everything is made from scratch, they mean scratch. For example, the egg rolls take 8 hours and roast duck almost five days to complete. On weekends, only for lunch, the restaurant becomes a ramen joint called *Honeydew Ramen*, serving three interesting flavors: *Sukien Shoyu*, *Soybean Shoyu* and *Hippoon Tonkotsu*. It's another quirky surprise that will keep you hooked.



With a great variety of Specialty of the Day, you can find something new every time you dine at Toya. Dishes from top left: *Cosho-Nagori*, *Japanese style Beef Beef* with *Soybean and Grilled Salmon Soft Bun*, *Matsubiki* (pickled) and one of the signature dishes at Toya.



A 15 seat sushi counter can be a ramen counter during weekends on the weekends. Hurry along or hold on behind with a capacity of 30 people.

3 Best Sellers

- Toriyaki Beef \$15 (Sats) \$18
- Sushi Dinner \$18
- Special of the Day \$18

Melbourne East	Wangshaka Tai	214 (M) L
1011, 1011 St (at 34th St) open Mon-Fri		214 (M) L
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Melbourne East	Nedo-Sushi	214 (M) L
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Melbourne East	Miyaya*	214 (M) L
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Melbourne East	Oya*	214 (M) L
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Melbourne East	Renan Takumi*	214 (M) L
1011, 1011 St (at 34th St) open Mon-Fri		214 (M) L
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Melbourne East	Restaurante SDO*	214 (M) L
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Melbourne East	Fluogo	214 (M) L
1011, 1011 St (at 34th St) open Mon-Fri		214 (M) L
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Melbourne East	Roast Bar & Grill	214 (M) L
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Melbourne East	Sakagura*	214 (M) L
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Melbourne East	Silobushi	214 (M) L
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Melbourne East	Shochu Bar Kitchu*	214 (M) L
1011, 1011 St (at 34th St) open Mon-Fri		214 (M) L
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Melbourne East	Soba Totto	214 (M) L
1011, 1011 St (at 34th St) open Mon-Fri		214 (M) L
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Melbourne East	Sushi Time	214 (M) L
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Melbourne East	Sushifusa	214 (M) L
1011, 1011 St (at 34th St) open Mon-Fri		214 (M) L
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Melbourne East	Sushitara*	214 (M) L
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Melbourne East	Takaya*	214 (M) L
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Melbourne East	Tamaki JAZZ	214 (M) L
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Melbourne East	Tanoshimi	214 (M) L
1011, 1011 St (at 34th St) open Mon-Fri		214 (M) L
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Melbourne East	West Urban Izakaya	214 (M) L
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Melbourne East	Takikaku SUSHI*	214 (M) L
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Melbourne East	Takiton Crest*	214 (M) L
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Melbourne East	TAMA Restaurant	214 (M) L
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Melbourne East	Tamokoya Tokyo*	214 (M) L
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Korea Town		
Korea Town	Ichu Gwai Restaurant*	214 (M) L
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Korea Town	Izakaya Moku	214 (M) L
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Korea Town	Kizakaya	214 (M) L
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Korea Town	Toyama Sash	214 (M) L
1011, 1011 St (at 34th St) open Mon-Fri		214 (M) L
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Chelsea		
Chelsea	Anaka Sushi*	214 (M) L
1011, 1011 St (at 34th St) open Mon-Fri		214 (M) L
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Chelsea	Blue Groggery	214 (M) L
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Chelsea	Donjutsu*	214 (M) L
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Chelsea	IRON Sushi	214 (M) L
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Chelsea	Izakaya Tia	214 (M) L
1011, 1011 St (at 34th St) open Mon-Fri		214 (M) L
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Chelsea	Kiku Sushi*	214 (M) L
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Chelsea	Momoya Chisken	214 (M) L
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Chelsea	Naka Moku	214 (M) L
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Chelsea	Ozuya	214 (M) L
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Queens	Mendo	
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Queens	Onishi Sushi	
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If your tableware and glasses become dull and lack luster, soak them in a basin with water and vinegar. To lubricate water (about 100%) add 4-6 tablespoons vinegar. Soak tableware and glasses for 30 minutes. Finally, rinse them with cold water.



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Long Island

Long Island	Endhouse
2100 Hawthorne Rd. Manhasset NY 11030 516-337-5632	\$20 (M-F) \$25 (S-U)

Long Island	Endhouse
500 Hempstead Turnpike, Westbury NY 516-337-4977	\$20 (M-F) \$25 (S-U)

Long Island	Isotane Japanese Steak House*
6 5th St., Valley Stream NY 11581 516-337-0435	\$20 (M-F) \$25 (S-U)

Long Island	Isozo
214 Jav. St. 3rd Floor, NY 11701 516-463-4852	\$25 (M-F) \$30 (S-U)

Long Island	Kabun Restaurant*
204 Morris St. Mine NY 11501 516-423-2828	\$20 (M-F) \$25 (S-U)

Long Island	Kana
549 Westbury Rd. Great Neck NY 11034 516-333-3636	\$20 (M-F) \$25 (S-U)

Long Island	KariSens*
470 New York Ave. Huntington NY 11743 516-433-3000	\$20 (M-F) \$25 (S-U)

Long Island	Karafana*
71 Denmark Rd. Commack NY 11725 609-499-1026	\$25 (M-F) \$30 (S-U)

Long Island	Morino Restaurant*
1200 Route 104, Garden City NY 11530 516-337-3800	\$20 (M-F) \$25 (S-U)

Long Island	Nagachino*
31 E. 3rd St. 2nd Fl., Jamaica NY 11435 516-589-8002	\$25 (M-F) \$30 (S-U)

Long Island	Rock-a-Sake Pub & WA
56 Main St. Port Washington NY 11050 516-773-7252	\$20 (M-F) \$25 (S-U)

Long Island	Sapporo
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21 Main St. Sayville NY 11787 631-225-1234	\$40 (M-F) \$45 (S-U)

Long Island	Shiro of Japan*
40-02 Queens Blvd. Queens NY 11341 212-321-4576	\$20 (M-F) \$25 (S-U)

Long Island	SUSHI CH
8075 Country Rd. Syosset NY 11781 516-478-1111	\$20 (M-F) \$25 (S-U)

Long Island	TAMO Restaurant
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Long Island	Toku Sushi*
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Long Island	Togo*
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Westchester

Westchester	Bujinga*
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410 Glenview Ave. Mine NY 11501 516-487-1336	\$20 (M-F) \$25 (S-U)

Westchester	Nishi*
307 Glenview Ave. Mine NY 11501 516-487-1336	\$20 (M-F) \$25 (S-U)

Westchester	Sakazaya Sushi
140 Glenview Ave. Mine NY 11501 516-487-1336	\$20 (M-F) \$25 (S-U)

Westchester	Sakura Restaurant*
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Westchester	Tonko*
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Westchester	Tsuna
204 Glenview Ave. Mine NY 11501 516-487-1336	\$20 (M-F) \$25 (S-U)

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Upstate	Karate
71 Glenview Ave. Mine NY 11501 516-487-1336	\$20 (M-F) \$25 (S-U)

Upstate	Kiko House
110 E. Washington Ave. Mine NY 516-487-1336	\$20 (M-F) \$25 (S-U)

Upstate	Sakurazaka NY
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New Jersey	Aylen Restaurant
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New Jersey	Akai Sushi Lounge
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New Jersey	Anyman
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New Jersey	Anni Japanese*
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New Jersey	Chimney*
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New Jersey Hossaka Lounge*	
31 Montross St. 271 Jersey City NJ 07310 201-329-9151	\$25-35 L \$3-5 L
New Jersey Ichu Umi Restaurant	
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101 Haverhill Ave. NJ 07033 NJ 07030 201-455-3111	\$25-35 L
New Jersey Matsuri Toriaki (Matsue)	
595 East 1st St. Springfield NJ 07081 201-343-0131	\$15-18 L
New Jersey Jersey Restaurant *	
122 Cedar Street St. Somerset, NJ 08853 732-464-4741	\$25-35 L \$3-5 L
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402 Jackson Ave. Cherry Hill NJ 08001 201-461-6425	\$25-35 L \$3-5 L
New Jersey Unayu	
264 E. 1st Ave. Jersey City NJ 07310 201-404-0111	\$25-35 L \$3-5 L
New Jersey Yukiten 281	
281 284 Bergen Ave. Teaneck, NJ 07666 201-461-6425	\$25-35 L
New Jersey Yumigata Restaurant*	
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Connecticut	
Connecticut Alois	
381 Broadmead Ave. Danbury CT 06810 203-462-4136	\$25-35 L
Connecticut Kana	
3000 Main St. Norwalk CT 06854 203-461-3421	\$25-35 L
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2041 Broadway (bet. 79th & 78th St.) 212-765-5149	Green Falls
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1010 Ave. (bet. 47th & 48th St.) 212-764-2755	Green Falls
Midtown West Mizumoto Kitchens	
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Midtown East Cafe Zappa 45th St.	
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Lower East Vaya Tea Garden	
1010 Ave. (bet. 47th & 48th St.) 212-685-0322	Green Falls
New Jersey Mizumoto Kitchens	
1010 Ave. (bet. 47th & 48th St.) 212-685-0322	Green Falls
New Jersey PAPA's	
1010 Ave. (bet. 47th & 48th St.) 212-685-0322	Green Falls



[Intro] Thank you so much.
[Intro] There's the Japanese saying that every meal requires appreciation for the food you're just had. Gochisou-Sama Deshita means thank you for your delicious meal. I hope you eat!



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Their simple yet quality menu includes all-time favorites like Kalbi-gae, Song Gae-bi, and Balseup (it changes from season to season sometimes featuring rare delicacies almost extinct even in Korea). "80% of our American customers have no clue of what Korean food is but our trained wait staff will guide you kindly through a wonderful journey of dishes" says Park. The best method for first timers is to try some appetizers such as Balseup (sweet steamed pork) and Kkwari Pyun (seafood pancake) or small portions (plate of small or large) then share their freshly marinated BBQ and end the meal with a rice or noodle dish.

The dining room, with 200+ seats, is designed with a sleek, modern touch by the architect/owner Mr. Andy Sung. Gaonnuh is so popular that the Thu, Fri, Sat diners are fully packed with New Yorkers craving the rose view and superb dishes. Gaonnuh in old Korean means "the center of the world", appropriate for this new Korean location.

Gaonnuh NYC 1100 Broadway, 34th Fl. (at 10th St.) Manhattan (NYC NY), New York, NY 10018
TEL: 212-677-6668 | www.gaonnuhnyc.com
Mon-Sat: 10 pm-2:30 pm, 5:30 pm-Midnight



Korean's Kalbi-gae (left), the Korean steak (right) is as fresh as New York's skyline.



Order fast about good Balseup (left) depending on the restaurant's view (right) with a variety of fresh vegetables, meat and seafood.

Korean food with a new, day and night. The 38-story room of the business building was completely redesigned by the architect/owner Andy Sung.

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Midtown East	OBAG	
207 E. 10th St. (bet. 3rd & 4th Ave.)	\$25 L	
213-300-5889		
Midtown West	Pho Thai Restaurant	
288 West 31st St. (bet. 3rd & 4th Ave.)	\$15 L	
212-929-9003		
Midtown West	Talbot Thai Kitchen	
241 W. 34th St. (bet. 3rd & 4th Ave.)	\$15 L	
212-929-0818		
Midtown West	Peppert Chicken	
160 W. 33rd St. (bet. 6th & 7th Ave.)	\$20 L	
212-644-4409		
Midtown West	Baguette Thai*	
246 Hudson St. (bet. 2nd & 3rd St.)	\$15 L	
212-463-5432		
Midtown West	Sidon Thai	
126 W. 46th St. (bet. 3rd & 4th Ave.)	\$25 L	
212-475-0375		
Midtown West	Thai Chai No	
222 Hudson St. (bet. 2nd & 3rd St.)	\$15 L	
212-475-2134		
Midtown West	Seagull 2 Thai*	
343 E. 1st Ave. (bet. 3rd & 4th St.)	\$15 L	
212-473-4465		
Midtown West	Joya Thai	
296 Hudson St. (bet. 2nd & 3rd St.)	\$25 L	
212-475-1222		
Midtown West	Star Thai Cuisine	
118 E. 10th St. (bet. Hudson & 1st Ave.)	\$15 L	
212-674-3773		
Midtown West	Star Thai Cafe*	
480 Hudson St. (bet. 2nd & 3rd St.)	\$25 L	
212-444-6323		
Midtown West	SEA	
100 Hudson St. (bet. 1st & 2nd St.)	\$15 L	
212-674-4225		
Midtown West	Sea Thai Food*	
360 Hudson St. (bet. 2nd & 3rd St.)	\$20 L	
212-475-0838		
Midtown West	Kati Thai Cuisine	
363 E. 1st Ave. (bet. 3rd & 4th St.)	\$15 L	
212-674-0838		
Midtown West	Klong	
718 Madison St. (bet. 2nd & 3rd St.)	\$15 L	
212-674-0838		
Midtown West	Karna Lee	
113 Hudson St. (bet. 2nd & 3rd St.)	\$25 L	
212-674-0838		
Midtown West	Peppert Chicken	
100 Hudson St. (bet. 1st & 2nd St.)	\$20 L	
212-674-0838		
Midtown West	Kitchin	
100 Thompson St. (bet. 2nd & 3rd St.)	\$20 L	
212-674-0838		
Midtown West	Peap	
113 Hudson St. (bet. 2nd & 3rd St.)	\$20 L	
212-674-0838		
Midtown West	Chai Thai Kitchen*	
113 E. 10th St. (bet. 3rd & 4th St.)	\$20 L	
212-674-0838		
Midtown West	Lily Thai	
113 Hudson St. (bet. 2nd & 3rd St.)	\$20 L	
212-674-0838		
Midtown West	Pegada Thailand	
360 Hudson St. (bet. 2nd & 3rd St.)	\$20 L	
212-674-0838		
Midtown West	SEA	
113 E. 10th St. (bet. 3rd & 4th St.)	\$20 L	
212-674-0838		

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The following is a list of shops where you can buy Japanese goods, services and art.

- Coupons available at www.chopsticksny.com
- Checkpoints are available to pick up

FASHION

Upper West	It's a Kiki*	
410 Columbus Ave (bet 74th & 81st St)	212-224-1465	Clothing
Upper East	Big 45pen	
171 74th St (bet Midway & 1st Ave)	212-950-8095	Clothing
Upper East	Sage Accessories	
124 Madison Ave (bet 90th & 94th St)	212-494-9779	Accessories
Upper East	SEGA RECONVEAR	
124 Madison Ave (bet 90th & 94th St)	212-494-9779	Accessories
Midtown West	UNGLD	
214 W 24th St (bet 10 & 11th Ave)	212-494-4769	Clothing
Midtown West	UNGLD	
180 W 34th St (bet 33rd & 35th St)	212-494-4769	Clothing
Midtown East	Miki House	
1000 3rd Ave (bet 41st & 42nd St)		Clothing

Chelsea	Janis Yoshino	
120th Ave 211 (bet 70th & 71st St)	212-209-0886	Clothing
Greenwich	Seaside New York*	
100 Hudson Ave (bet 57th & 58th St)	212-681-2222	Clothing
West Village	Yamaki	
121 121 Hudson St (bet Christopher & Canal)	212-460-4100	Clothing
East Village	ARGOSY	
1802 34th St (bet Ave 23 & Ave 24)	212-880-8034	Clothing
East Village	West Coast Life	
2875 40th St (bet Ave 9 & 10)	212-233-2887	Clothing
East Village	Local Clothing	
2213 44th St (bet 34th & 35th Ave)	212-470-3950	Clothing
East Village	Takao 2*	
441 76th St (bet 1st & 2nd Ave)	212-204-0040	Clothing
East Village	Takao Jun	
2943 17th St (bet 1st & 2nd Ave)	212-473-0274	Clothing
Upper	It's a Kiki Tribeca	
270 Greenwich St (bet Moore & Warren St)	212-674-0850	Clothing
TribeCa	Mika Boutique	
90 West St 211 (bet 4th & 5th Ave)	212-484-1337	Clothing
SoHo	Arhi	
10 W Houston St (between E & W Williams)	212-681-4433	Accessories

SoHo	Products New York*	
300 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing
SoHo	Facial India	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing
SoHo	Karen's Closet	
111 W Houston St (bet 1st & 2nd Ave)	212-254-1414	Clothing
SoHo	Michie Mints	
101 W Houston St (bet 1st & 2nd Ave)	212-254-1414	Clothing
SoHo	Big 45pen	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing
SoHo	UNGLD	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing
SoHo	Yoshi Yamamoto	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing
SoHo	Seaside New York*	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing
SoHo	Mika House	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing

New Jersey	UNGLD	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing
J-POP CULTURE		
Midtown West	Bank 08*	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing
Midtown West	Jim Henson's Universe*	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing
Midtown West	Kiwakawa Bookstore	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing
Midtown West	Midnight USA	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing
Midtown West	Madness Comics*	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing
Midtown East	Madness Comics*	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing
Chelsea	Comic Comics	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing
Chelsea	Image Anime*	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing
Chelsea	Forbidden Planet	
100 W 14th St (bet 13th & 14th St)	212-254-1414	Clothing

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School Guide

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- Courses available in www.chopsticksnyc.com
- Checklists NY available top right

LANGUAGE

Upper West Your True Self

700 Seventh Ave. 10th Floor New York, NY 10019
212-693-6200

Midtown West NY Japanese Language

200 W 28th St. 14th Fl. NY 10001
646-495-0707

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APPRECIATING TEA IS APPRECIATING LIFE



One of the things every culture has is tea, and Japan is no exception. There are countless forms of Japanese tea alone. Just what is it about tea, that we humans cannot seem to live without? Luckily I found an opportunity at Cha An, a tea specialty café in the East Village, to get some basic Japanese tea etiquette lessons, just the kind of place that could possibly take me closer to finding some answers.

During my lesson, Mr. Akiyuki Chiba was my guide for the day. "First," she said "all teas come from the same plant, *Camellia sinensis*, including green, oolong, and black tea." It's the way the leaves are processed that creates the diversities. Within that, the variety that is referred to as green tea, is the freshest of them all, because it is the least processed. There are four basic processing stages of tea leaves: steaming, drying, kneading, and fermenting. In the case of green tea, the entire process of fermentation is eliminated. On the other hand, black teas are fully fermented, and oolong teas are half fermented teas.

The types of green teas in order of grade are sencha, gyokuro, sencha, and bancha, and with each tea, there are different ways to brew. Sencha is the most commonly enjoyed type in Japan and it is the teas we were focusing on today.

With each tea, there are different ways to brew them. Because sencha is rich in amino acids called theanine that produces sweetness, it is best to brew with water somewhere between 160°F to 170°F, several degrees below boiling point. This requires one to wait for the right moment. Here is where the discipline of timing comes into play that makes all the difference in the taste of tea. Typically the same tea leaves of sencha can be brewed about four times. The first brew of sencha is meant to be brewed to enjoy its sweetness, which takes about 1 minute to brew. The second brew can use boiling water because this time, you want to enjoy the other tastes of the tea that hot water

can bring out. Tea is ready in about ten seconds after the first brew. The entirely different tastes these small differences in timing and temperature can produce is astonishing.

Ms. Chiba taught me other tricks and etiquettes of Japanese tea. "And if you don't have the time to wait for your water to cool down for the first brew, pour the hot water in another container. Every time the water is transferred, it loses about 14-15°F," she added. As I brewed tea, waiting patiently with Ms. Chiba for the right timings to make the right moves, then finally appreciating the great taste of properly brewed tea, time seemed to slow down. That's when I realized it. It was this stillness of time through concentrating on brewing the best tea you can for your companion, truly appreciating the taste of carefully brewed tea, is what tea brings. It creates time to truly savor each passing precious second, something we truly must learn how to do in our impossibly busy lives today.

—Reported by Miye Robinson

Cha An

750 E. 9th St., 2nd Fl. 2nd Ave. | 2nd Fl.
New York, NY 10002
TEL: 212-228-0022 | www.chaanhouse.com



▲ Ms. Chiba demonstrates how to brew and serve sencha. Real connoisseurs savor not only the delicate taste, shape of sencha called the "gyokuro dog" (swallowtail).

▼ A good heat pour a little by little (shimabunagi). Cup to warm and the tea doesn't become bitter when serving.



▲ Top the pot is up and the tea is poured and leave the lid open between brews so that the leaves do not cook in the teapot.



▲ Choosing tea for someone is the perfect opportunity to truly enjoy their company.



Bathing in the Blossoms: Hanami in the U.S.

Daylight savings time has begun, and just among flowers blooming makes us feel that spring is all around us now. For Japanese people, it is hanami (flower-viewing) season. When people talk about "hanami," the flower they mean is always sakura (cherry blossoms). Immense hanami events and sakura matsuri (cherry blossom festival) take place nationwide in Japan. But even in the U.S. there are areas where you can enjoy sakura trees just like in Japan.

The most famous East Coast sakura are in Washington, D.C. In 1912, Mayor Yukio Ozaki of Tokyo donated 3,000 sakura trees to the city of Washington, D.C., and each year since 1927, the National Cherry Blossom Festival commemorates the gift. This year, marking the 101st anniversary of the gift of trees, the festival takes place from March 26 to April 14, and it culminates with the National Cherry Blossom Festival Parade on April 13, which is filled with cultural events, celebrity performances, marching bands from across the country, and elaborate floats. Most of the sakura trees in D.C. are the *Sakae Yamanohara* variety, which has five pale pink petals and is often described as having an ephemeral beauty. The trees are located around the Tidal Basin in West Potomac Park, in East Potomac Park (Hains Point) and on the grounds at the Washington Monument. According to the National Park Service, this year's peak bloom (defined as when

70% of the blossoms are open) will be from March 26 to 30.

In Philadelphia, the first sakura was planted in 1836 as a gift from the Japanese government to recognize 150 years of American independence. But most of the trees admired today are the ones planted by the Japan America Society of Greater Philadelphia since 1988. More than 1,000 sakura trees of various types can be seen in the City of Brotherly Love, and the majority of them are found along the Schuylkill River and in Fairmont Park. The Sakura Cherry Blossom Festival 2013 will take place from April 1 to 28, offering numerous Japanese cultural events, food tastings, workshops, and demonstrations. The main event, Sakura Sunday, will be on April 14 with a kickoff Cherry Blossom 5K run.

The Brooklyn Botanic Garden must be the most accessible haven spot for New Yorkers. Hundreds of sakura trees of different varieties bloom at different times, encompassing five weeks starting in late March. The signature types in the BBG are *Kotono* and *Pendula*. The former has gorgeous, double pink blossoms in hanging clusters of two to five flowers each. The *Cherry Walk* and *Explained* is the perfect place to enjoy this splendid beauty. The *CherryWalk Blossom Status Map* on the BBG website gives the blooming time for each variety. The BBG's Sakura Matsuri will be held April 27 to 28.



© Japan America Society of Greater Philadelphia



© Brooklyn Botanic Garden

National Cherry Blossom Festival in Washington, D.C.
www.nich.gov/abouttheevent/index.htm

Sakura in Cherry Blossom Festival in Philadelphia
www.phillysocietyofgreaterphiladelphia.org

Sakura Matsuri in the Brooklyn Botanic Garden
<http://www.bbg.org/visiting/botanical>
http://www.bbg.org/visiting/botanical/sakura_matsuri_2013

OTHER SAKURA-VIEWING LOCATIONS

Sakura Park in Riverside Park

Residents on the Upper West Side have enjoyed sakura trees for a century in this monumental park located on West 129th Street and Riverside Drive, between Riverside Church and International House. In 1912, Japan donated more than 2,000 sakura trees to the U.S. to celebrate the friendship shared by the two countries, and they were planted in Central Park and Riverside Park. Sakura Park is the original location where the trees were planted. More sakura trees can be seen along the path between 130th and 125th Streets in Riverside Park.



Central Park

Central Park is a great place to view sakura and have a picnic. There are several good spots in the park, but some of the best ones are the Circle Park at 96th Street, East Drive at 80th Street, the east side of the Southouse at 74th Street, and Cherry Hill, which is east park at 72nd Street, west of Bethesda Terrace.



Roosevelt Island

Sakura flowers bloom on Roosevelt Island as well. The trees planted along the eastbank have the strongest Manhattan skyline as their backdrop. Looking across the river to Manhattan, Roosevelt Island's sakura walk provides magnificent photo opportunities.



Branch Brook Park

Branch Brook Park in New Jersey has more than 2,300 sakura trees. The park that runs through Belleville and Newark first adopted sakura in 1927, when Caroline Schenckel Hall donated 2,000 sakura trees to the Essex County Park System in memory of her late husband. During the annual Cherry Blossom Festival, the trees burst into full bloom, and thousands of visitors are awed by the beautiful colors of pink and white cherry petals.

www.cherryblossom.org/ny/enjoy

JAPAN POP QUIZ

Which Japanese fairy
tale does NOT exist?

- Momotaro
- Kintaro
- Chikara-taro
- Sushitaro

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Through April 5 **FREE**

Mitsutaka Kongo "THE LOGES"

Mixing Japanese Antiques and Fine Art

Japanese Antiques and Fine Art store and gallery Mixart, will showcase works from Mitsutaka Kongo. Born and raised in Japan, Kongo is a sculptor now based in New York. Kongo transforms the original colors and textures of the materials he uses for his pieces such as clay, wood and stone. About 10 original works, ceramic sculptures, installations and videos.

Location: Mitsutaka Kongo Antiques and Fine Art

37 3rd Ave. (bet. 12th and 13th St.)

New York, NY 10003

31.210.95.0488

Through June 3

"Edo Pop: The Graphic Impact of Japanese Prints"

Exhibition

Japan Society

Japan Society Gallery will be hosting the continuing power and influence of Japanese popular culture in "Edo Pop: The Graphic Impact of Japanese Prints." This exhibition will be showcasing contemporary works of art with almost 300 historic ukiyo-e woodblock prints drawn from one of the world's great collections of "pictures of the floating world" at the Metropolitan Institute of Art. The historic prints on view will all be masterworks, as they do convey the great breadth of ukiyo-e production and the variety of expressions of 21st-century artists. Joining these iconic prints will be the works of contemporary artists who either draw inspiration from the ukiyo-e artists' style and technique or their influence in popular culture.

Location: 233 E. 47th St.

(bet. 3rd & 4th Ave.)

New York, NY 10017

31.213.75.1258

www.japansociety.org

Performance

March 21

Spectacular Music and Visual Art Performance

J-COLLARD

Coated by Remy Williams in collaboration with J-COLLARD (JILLI GAY), Origin Stories of Japan is an original entertainment show featuring Mado, Japanese court music, Gagaku and Shomyo Buddhist chants set against a backdrop of NASA images. This will be the first of December 21st new projects that represents Japan in a new way to rethink the Japanese culture.

Location: 390 5th Ave. (at the corner of 1st Ave.) & Midway

San Square South

344 1st Avenue N, New York, NY 10011

<http://www.jcollard.com>

April 5 & 6

Theater Performance "Hikobee"

Hikobee Project

In response to the success of last year's performances in Allen Alley American Dance Theater, Hikobee is returning to New York. The theater performance depicts the Great Tokyo Earthquake and Tsunami and Fukushima nuclear plant threat through viewpoints of an American doctor and a Japanese firefighter working in Santa City, Fukushima Prefecture. It is a true account of what was happening in the medical field during the time of the disaster. Toshi Shinya, best known for his role alongside Tom Selleck in Mr. Beanbloss (1992), originated the project and directed the piece.

Location: Tokyo Performing Arts Center

199 Garden St., New York, NY 10007

31.213.032-1117 / info.www.tpac-nyc.jp



April 7

Solo Series No. 45: Dikmen and Indonesian Music and Dance

Sachiko Kiz & Company

In its 15th year, Solo Series by Sachiko Kiz & Company is an ongoing program of informative and educational lectures, lecture-demonstrations and performances aimed at those who are interested in deepening their knowledge of the performing arts of Japan. Solo Series No. 45 is titled "Dikmen and Indonesian Music and Dance." Due to the geographical uniqueness, Dikmen serves as a crossroad to various cultures in Southeast Asia. There will be a talk on musical instruments such as Dikmen and Indonesian gamelan as well as performances of Dikmen dance. Henschel and Nanya Henschel accompanied by Inoue and Japanese dance, to Gendang.

Location: San Collard Institute

424 W. 12th St., bet. 38 & 39 Ave., New York, NY 10011

Info: Sachiko Kiz & Company

31.213.429.0265 / www.sachikokiz.com

April 16 & 20

Two-Plane Jazz Concerts: Catherine Schneider and Takashi Arai

de Trois Cities Records

A rare collaboration of New York-based jazz pianist, Takashi Arai and French concert pianist, Catherine Schneider comes to New York in April for the first time since their highly successful New York debut in 2011. First Harmonia Mundi will once again host a unique piano duo named "3, Tale of Three Cities - Le Conte des Trois Cites" on Apr. 16 and the newly opened Grandwood Music Hall on the duo's play on Apr. 20. Since their debut CD was released last year, this concert series caught the eyes and ears of international audience with its searching, virtuosity and the amazing spontaneity of endless improvisation coming from the two excellent pianists.

Location: First Harmonia Mundi

297 W. 56th St. (bet. 76 & 86 Ave.), New York, NY 10019

31.217.497.3602 / www.thirdcitiesrecords.com/

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April 17 FREE

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Over the very best of Japan by diving into the Japanese real estate market. The topics of the seminar include the Japanese real estate market and practices of real estate acquisition, introduction of Sanjoma Realty & Development as well as information about condominium properties that are for sale. The seminar is held from 3-4:30 pm. Free admission by registration only. Seats are limited. Call or visit for registration. Receive a \$100 voucher for a trip to Japan to view the properties when you make travel or hotel reservation via Internet New York.

Coastline: The Japan Club

HJ NY, 376 St., (bet 46th & 47th Ave.), New York, NY 10019

763.253-0229

coastlineofny.com/ny-ny

[date: http://coastlineofny.com/ny-ny](http://coastlineofny.com/ny-ny)



also, please visit www.kobanony.org.
Coastline: The Japan Club
11 W. 46th St., (bet 46th & 47th Ave.), 10019
New York, NY 10019
ask@kobanony.org

April 11

Shochu State Capitals Tasting Event

Umi no ie

Umi no ie is an eatery/restaurant serving Japanese small dishes and nostalgic home cooking with lots of heart. They will hold a special event where you can enjoy a variety of fusion shochu drinks made with rice shochu, "Shiro", from homemade shochu shochu. Free shochu or even shochu with mizudai. \$40 for all-you-can-drink with 5-6 small dishes including tea and tip. Capacity of 25 people and advance reservations recommended.

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(bet 3rd & 2nd Ave.)

New York, NY 10003

RS: 646-414-1127

www.umiunoyes.com



April 18-21, 20-28

Sweet Fair

Mitsuwa Marketplace



Japanese specialty store, Mitsuwa Marketplace will hold a special Sweet Fair. April 18-21. In-house sweets will be on sale from sweets. Sausage, kashimori, sakuramochi, edamame, cream puffs, popular everyday sweets from Japan will be available.

side of special prices. April 26-28 will be a Japanese specialty sweets festival with a collection of sweets from long-established shops throughout Japan. Thirty kinds of sweets including new products will be sold from north Hokkaido to south Okinawa. From chocolate-covered to Japanese mandarin (bambino green dumplings) and Osaki's Man Chai Dipone rolls. Every Japanese confectionery right here in New Jersey.

Location: 285 River St., Edgewater, NJ 07020

RS: 201-941-6127

www.mitsuwa.com/eng/04

Happenings

One Year Anniversary Campaign

Brooklyn New York

On April 28, Brooklyn New York will be celebrating their Solidation's first anniversary. From 4-7 pm at all of their locations they will be showcasing their new Spring/Summer '13 Collection with limited-edition, coral pink version of their best-selling Frank (a.k.a. "Luna"). Along with refreshments, you'll be able to receive an original Brooklyn New York eye pillow with your purchase of \$50 or more in-store or online while supplies last, and a free sample of Forever New York Care Wash with any purchase (no minimum purchase). Also, you can take \$10 off your purchase of \$150, \$30 off \$200, and \$100 off on \$750 at all Brooklyn New York locations for the entire month of April.

Location: 211 Broadway St., (bet Prince & Spring St.)

New York, NY 10012

RS: 212-646-5429

64 Madison Ave.

(bet 28th & 29th St.)

New York, NY 10017

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Location: 17 W. 25th St., (bet 26th & 27th Ave.), 10014

New York, NY 10014

RS: 212-257-5340 / www.mitsuwa.com

April 18
Seigyo Gassai Festival

Barbican International New York



Barbican International New York will be hosting a special Seigyo Gassai Festival demonstration by Mitsuwa Overseas on April 18. Former president and active member of the Barbican International Washington D.C. Chapter Mitsuwa Overseas has embodied her own

Japanese "flower arrangements" in database shows at the Barbican Garden in Washington D.C. The Smithsonian Hall Art Center in Maryland, and at several of the Barbican International World Conventions in Japan. Lunch will also be available. For more information on ticket prices and addres-

Free Gyasa for Chopsticks NY Readers

Kanayama Ramen

Since January, Topo Restaurant has been into Henayama Ramen during lunch time on weekends (from noon to 3 pm). Chef Mr. Senji Henayama proudly serves up original specialty ramen with interesting names. Three bowls are available for \$8.50 each: Sukkin Shoyu, Bosatsu Shio and Yaguri Tonkotsu. With seasonings like fresh, crunchy green onions, fragrant homemade roasted garlic and spicy garlic mustard on the side, each one changes the ramen flavor when added. Menu also includes small bowls of rice from house rice bowl (\$3.50), salmon-rice bowl (\$6) or beef rice bowl (\$4). As a special offer for Chopsticks NY readers, when ordering ramen, receive 3 free gyasa (until Apr. 30).

Location: 481 Jackson Ave.
Offsite: 401 W 4th St.
TEL: 212-412-6322
www.topo-ny.com



ing too, or upgrade to full color for 30% off regular price. The offer ends May 31. Customers bringing in a valid student ID can always receive 20% off. The student discount cannot be combined with other promotions. Enjoy affordable arts with experienced Japanese professional stylists.
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(at 2nd & 3rd Ave.)
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www.idgemakeup.com



4th Location Grand Opening Sale
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In celebration of the grand opening of GRI GRI GRI's 4th location in Chelsea, there will be some amazing deals for carry take. On opening day (Apr. 25), carry will be sold at a whopping 25 cents (limited to 555 dishes) and from Apr. 26-30, a single carry of any size will be sold at \$5 along with 5 free topping choices. Don't miss this chance to enjoy Japan's most popular carry dish!
Location: 341 W. 34th St. (at 6th & 7th Ave.)
New York, NY 10018
TEL: 212-250-4331
<http://www.papayapizza-ny.com>

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From color to hair care, Salon Oasia strives to provide thorough haircut, color, and perm services while also creating a pleasant atmosphere in a warm and comfortable space where customers can truly relax. Now until Apr. 30, first-time customers will receive a 20% discount off of gel, color and perm services. Be sure to mention Chopsticks NY when you make an appointment.



Location: 130 Main St. 2nd Fl.
Jersey, NJ 07310
TEL: 201-262-6334 / www.salon-oasia.net

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Gala Holistic Health offers Omotenashi Therapy based on modern science of Ear Reflexology discovered by NASA in 1950s combined with the ancient traditional Japanese techniques acupuncture without needles and acupunctures without needles. The treatment improves various symptoms such as rheumatoid arthritis, back pain, osteoporosis, various cancers and more. Chopsticks NY readers will get \$20 off for the first visit on 10th Omotenashi therapy until Apr. 30.
30 W. 46th St., (at Grand Park West & Broadway), 4th Fl.
New York, NY 10019
TEL: 212-797-6713
www.galaproducts.com



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Oven-Serve Shirota Center is the perfect place to get his all-in-one salon and body care and its once again restore pre-spring flexibility. By using traditional shirota or "finger-pressure" techniques, Master Naomasa Suzuki will help restore energy, blood flow and restore "chi" or energy flow to your body. Now for the month of April, they are offering a 20% discount on consultation and treatment fees for first-time customers. Take this opportunity to relieve stress and bodyaches without needles, drugs or surgery.
Location: 401 E. 33rd St. / 2nd, (at Lexington & 3rd Ave.)
New York, NY 10002
TEL: 212-434-6106 / www.beasalon.com

Spring Promotion for New Customers

Tokyo Spa Salon

Tokyo Spa Salon, a stylish hair salon located in a great residential area on the Upper East Side, is holding a special promotion for new customers only. Hair cut and color package will be offered for a special price of \$100 includ-

Special Promotions for Chopsticks NY Readers
Nobun Day Spa

At Nobun Day Spa, the Japanese spa, the team with experience in both Japan and the U.S. consults each customer thoroughly about the condition of their skin and provides individualized treatment, using products and equipment based on the needs and concerns. Chopsticks NY readers can get 20% off all facial treatments. Also, the amazing facial treatment, special 100-cell growth facial, will be offered for \$180 (Reg. \$220). These offers are for new customers only and valid until Apr. 30.
Location: 15 W. 46th St. (at 5th & 6th Ave.), 10th Fl.
New York, NY 10018
TEL: 212-523-0900

Happy Systems & Bathing Branch

Komogashiki Ito

Komogashiki Ito specializes in contemporary Japanese cuisine, serving both traditional and innovative dishes.

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www.happyops.com

20% Off Detailed Cleaning Service or Free Upgrade for Chopticks NY Readers

Clean Apple NYC

Clean Apple NYC is a cleaning service company founded by a pharmacist and a life therapist. Using their expertise, they have developed a cleaning program that not only focuses on cleanliness, but also health. They offer a variety of cleaning services including: the area using eco-friendly and baby-safe cleaning products. Chopticks NY readers will receive a free upgraded service worth \$75 using eco-friendly cleaning products or 20% off All Apple Cleaning Package, one of three package services.

TEL: 349-995-2330
info@cleanapple.com
www.cleanapple.com

One-Year Anniversary Discounts DRESS HAIR SALON



Dress Hair Salon is a salon that specializes in changing your hairstyle as freely as changing your wardrobe. They provide a unique combination of haircut, color and perm services with Japanese techniques. In celebration of their one-year anniversary they will be offering special discounts. Limited to the first 10 customers.

Japanese Master Digital Perm will be offered at 20% off (Reg. \$200). For first time customers getting a haircut, receive a free deep treatment service (Reg. \$40). Offer valid until end of April.

Location:

44-010010 St. J. (at Kew-Forest & Spring St.)
New York, NY 10012
TEL: 446-872-6444 / 212-460-3373 (Japanese line)
www.dress-hair.com

40% Off for First-time Customers

Meixin Acupuncture

Alex Garcia-Diaz, Licensed acupuncturist and massage therapist, is currently offering 40% off for first-time patients. All services are customized and specific to each person. Depending on the individual's signs and symptoms and medical history, recommended treatments may consist of a combination of different modalities such as acupuncture, moxibustion, Chinese herbal medicine, cupping, shiatsu and Thai massage. He also offers individual acupoint classes. Most insurance accepted. Help your body feel naturally at Meixin Acupuncture!

Location: 50 Grove St., 2nd Floor & 3rd Fl., 2nd Fl.
New York, NY 10012
TEL: 212-465-7543 / 212-468-4431

Free Miss Flavored Egg for Chopticks NY Readers

Flatten Miya's New York

Recommended by the Michelin Guide for NYC 2013, Flatten Miya's New York offers 2 typical specialized cuisines: Kore-Miso Ramen, Miso-Miso Ramen and Shiro Miso



Ramen. For Chopticks NY readers receiving this ad, receive a free Miss Flavored Egg when ordering ramen to eat. Miss Flavored Egg Ramen (\$13.50). This new dish has a carry-flavored kani miso broth with sliced leeks, chicken, carrot, soybean miso marinated ground pork, bean sprouts, green onion, fried potato, cabbage, corn, bamboo shoots and fudapopo toppings. The rich carry and miso broth pair best with original cutaway-made medium thick noodles. The free egg promotion is valid until Apr. 30.



Location: 127 2nd Ave., 2nd Fl. & 3rd Fl. Meis. NY
New York, NY 10003
TEL: 312-471-4825 / www.flatten.com

50% Off Solar Powered Batteries and Chargers for USA Visitors

San2Go

San2Go designs portable universal battery packs for USB devices (cell phones, e-readers, tablets and cameras). Versatile for emergency and emergency use. San2Go battery packs recharge energy hungry devices and collect power for later use. When ordering online use coupon code



Receiving Multiple Awards for Excellent Services and Corporate Improvement ANA (All Nippon Airways)

This year, world-leading monthly magazine, Air Transport World, awarded ANA with the 2013 Airline of the Year award. ANA was chosen based on its continuous excellent financial performance, management skills, high-quality customer service and active introduction of new technology. The magazine valued particularly the fact that ANA improved business throughout the year despite the increasingly competitive domestic market and challenging business environment after the natural disasters.

In addition, FlightStats, Inc. which monitors arrival time and flight data of airlines and airports, recog-

nized ANA as the best in the world in two categories for 2012. ANA group operated flights and code share flights had the highest on-time arrival rates, making it the winner of the Network-Global Airlines Category. ANA also won for Lowest Global Cancellations.

Adding to be "Air's leading airline", ANA strives to ensure the safety and keep the flights on schedule.

TEL: 1-800-325-5327
www.fly-ana.com

chopsticks10 to receive 10% off your entire purchase plus free shipping within the U.S. Simply exchange ScanGo bar-to-your-go with a receipt, USB, or wall outlet. Never be powerless with ScanGo
Info: www.scan-go.com
Tel: 212-894-1633

Free Treatment with Cut & Color or Cut & Perm
Perfetti's

Japanese hair salon Perfetti's employs, trains Japanese stylists whose work has been featured in fashion shows and magazines. Owned by stylist, Mr. Ryuji Uchida, has in-depth knowledge of Asian hair types, modern contemporary styles and methods while also keeping current with trends in Japan. Now you can receive a free hair treatment (tag, \$30-\$50 with an order of cut & color or cut & perm service). The offer is valid through Apr. 5. Take this opportunity to experience free treatments and generous customer service the Japanese way.
Location: 304 E. 86 St., (bet 8 & 9 Ave.)
New York, NY 10009
Tel: 212-692-1142
www.perfettis.com

25% Off Cut with Misa

Solace Wigs



Solace Wigs creates sophisticated looks that are modern and chic as well as styles that move naturally and are easy to maintain. Solace Wigs, now stylist, Misa has over 8 years experience at the salon in Tokyo where clientele includes a lot of celebrities. Until the end of April, customers getting a cut with Misa will get 25% off the total price. At Solace Wigs you can reach your full beauty potential through a hairstyle that has been designed exclusively for you.
Location: 22 E. 14 St., (bet Avenue & 2nd Ave.)
New York, NY 10003
Tel: 212-694-0444 (English) 212-697-3333 (Japanese)
www.solacewigs.com

Grand Opening Discount
M&M's Macaroni Mousse

Newly opened restaurant, M&M's Macaroni, serves up creative noodle dishes that are the creation of their world-class chef, specialized in the art of noodle making. The noodles are made fresh every day and cooked to perfection to satisfy your craving. Extensive menu offers a variety of dishes including donburi. Customers bringing in the ad at the April issue of Chopsticks NY will receive a 10% discount.



Location: 13 Riverfront Ave., (bet 106 & Christopher St.)
New York, NY 10014
Tel: 212-697-8888
www.mmmacaroni.com

4th Annual LUCKYRICE Asian Food Festival!

Azuchi Beer, USA



Cosponsored by Azuchi Beer USA, the 4th Annual LUCKYRICE Asian culinary festival will be kicking off in New York City on April 29. Founded by Danielle Chung, the LUCKYRICE festival each year attracts tens of thousands of participants to its events in New York, Los Angeles and San Diego to taste culinary presentations of Asian cuisine prepared by top celebrity chefs. This year, Azuchi Super Dry Ice Tap (Izumi-Nori) Beer will take up billing alongside the culinary dishes as the official beer for the festival. Azuchi will also feature its special beer service, imported from Japan, to draw beer fans to the event. Celebrate Asian Food, Drink and Culture by attending the LUCKYRICE events this year and sample Azuchi Tera-Nori.

Info: www.azuchi.com

www.mmmacaroni.com

Free Travel Size Shampoo and Treatment
Yu-C Saloon

At this East Village salon, award-winning stylist Yuichi creates the funky & edgy styles of Tokyo, elegance of Paris and

aggressiveness of NY styles to highlight an individual customer's personality. By paying close attention to the needs of each and every individual, their highly experienced team of stylists can create custom cutting edge styles with a natural look. Mention Chopsticks NY to receive a free travel size shampoo and treatment. Student discounts also available.
Location: 221 E. 86 St., (bet 8th & 9th Ave.)
New York, NY 10003
Tel: 212-697-0252 / www.yu-c.com



Vietnam Hair Stylist Offers \$20 Off to Chopsticks NY Readers
Ken Shigematsu
 With over 25 years experience in Japan and the U.S., veteran stylist Ken Shigematsu provides service "from the heart" with solid techniques and a cheerful personality. He spends as much time and care as necessary to make sure that each customer is completely satisfied. His price ranges are reasonable (hair cut starting at \$60), and he offers \$20 off your total Vietnam Chopsticks NY when you book your appointment. The offer is valid for new clients only.
Location: 223 86 Ave., (bet 7th & 9th St.)
New York, NY 10003
Tel: 646 354-1134

50% Off Massage Package

De Holistic Center

De Holistic Center: healing and relaxation place. De Holistic Center will offer a 50% discount on their signature massage package during the month of April. The \$68 package includes a 1-hour massage and 30 min. herbal sauna in this place overlooking in Japanese. Status messages. The offer is applicable to first time customers only. Treat yourself by starting off the year calm and relaxed.
Location: 232 E. 4th St., (bet 3rd & Madison Ave.), 3rd fl.
New York, NY 10003
Tel: 212-697-3463 / www.deholistic.com

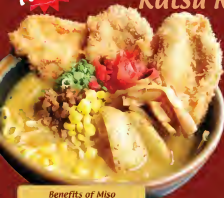


NEW

Miso Curry Chicken Katsu Ramen!

Michelin Star Restaurant
Ramen Misoya New York

Awarded Michelin Stars in The MICHELIN Guide for New York City 2013



Benefits of Miso

- Contains rich protein and vitamin
- Aids in the digestive system
- Strengthens the immune system

Miso Curry Chicken Katsu Ramen

A kome miso broth is curry flavored. Toppings include sliced lean chicken cutlet, soybean miso marinated ground pork, bean sprouts, green onion, fried potato, cabbage, corn, bamboo shoots and fukushinzu (daikon pickles). The aroma of curry and rich miso is appetizing. The soup coats well with the original custom-made medium thick noodles, making it a perfect pair. \$13.80

Heaton Chapsticks NY and get
FREE Miso Flavored Egg. (valid thru April 2014)

Our signature Ramen menu



Kome Miso Cha-shu Ramen

Most recommended menu. A kome miso broth ramen with tender chashu pork topping that has been marinated in homemade miso overnight. \$13.80



Tokyo Miso-Tonkatsu Ramen

Silky pork based soup mixed w/ home-made white 'shiro' miso soy bean paste featuring downtown Tokyo topping. \$10.00



Kara-age Ramen

Crispy fried jumbo shrimp and fried chicken toppings on a rich soybean miso broth ramen. \$13.50

Vegetarian menu is possible for most dishes. We prepare meat broth and vegetable broth.



Ramen Misoya New York

129 2nd Ave, (bet 7th St. & St. Marks Pl)
New York, NY 10003
212-677-4825 / www.misoyanyc.com





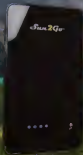
Sun2Go

www.Sun2Go.co

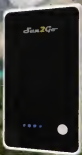
Sun2Go battery packs and chargers enable you to collect the power of the sun to provide power to energy hungry devices with the convenience of not being tethered to the wall.

Our products are designed with portability and versatility in mind. From everyday activities such as business, travel, or the outdoors, to even emergencies, Sun2go products ensure your devices have power.

Visit us at www.Sun2Go.co and use coupon code **chopstick10** to get **10% off** your entire order.



Black



White

Dual

Sun2Go Dual

- Capacity: **6000mAh**

- USB

Left - **5.0V / 1.0A**

Right - **5.0V / 2.0A**

- Weight: **6.4 oz (180g)**

- Size:

L: **4.90in (125mm)**

W: **2.80in (72mm)**

H: **0.45in (11.5mm)**



For more information, please visit us at: www.sun2go.co

41-41 24th st, 4th fl, Long Island City, NY 11101 | (212) 804-7613 | sales@sun2go.co